$20

100TH ANNIVERSARY

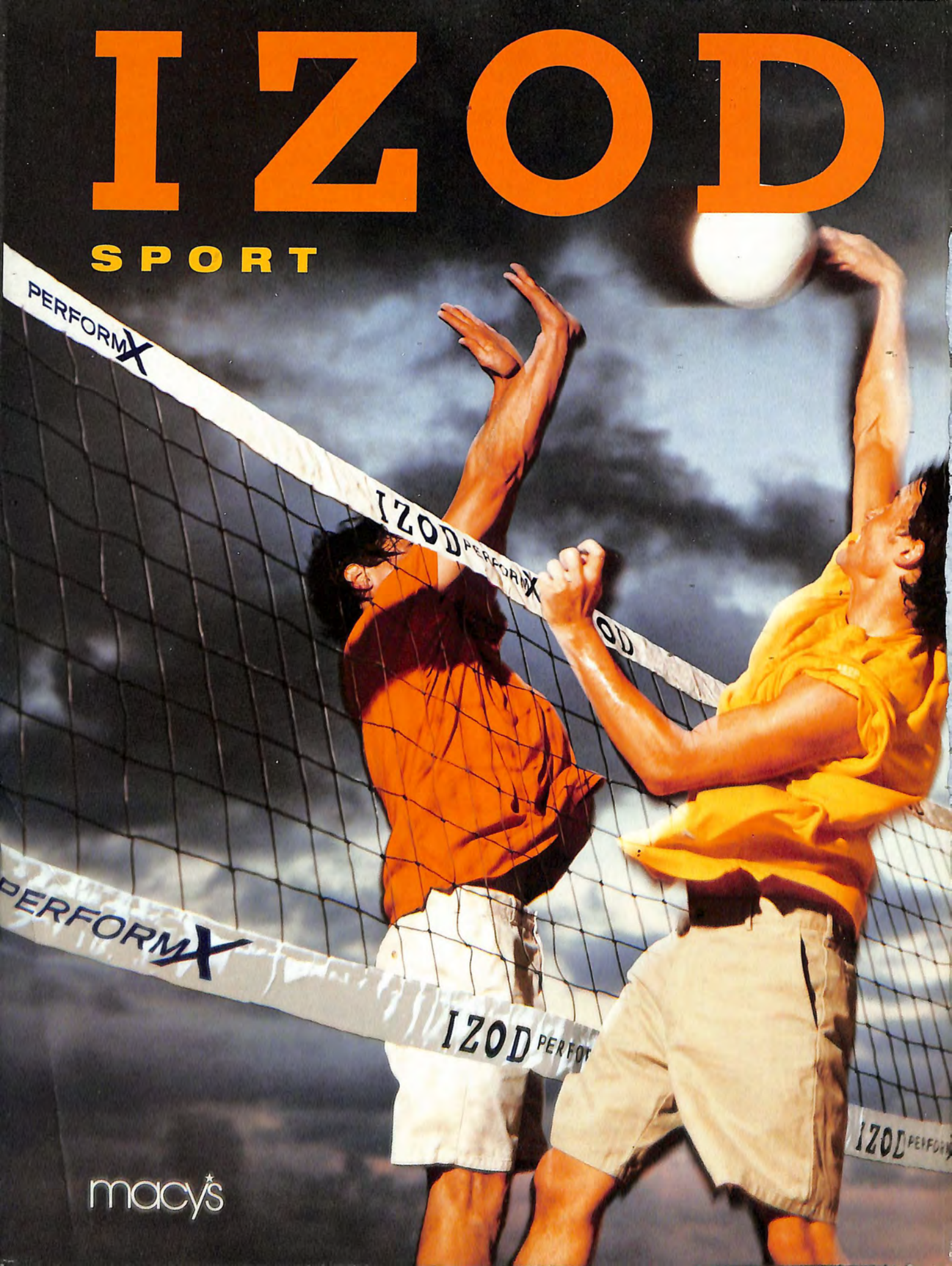
1903

2003

Yankees

COMMEMORATIVE CENTENNIAL YANKEES YEARBOOK

100TH ANNIVERSARY
1903
2003
Yankees®


IZOD
SPORT
PERFORMX
IZOD
macy's

movado is proud of its long-time association with the arts. ©2002 movado group, inc.

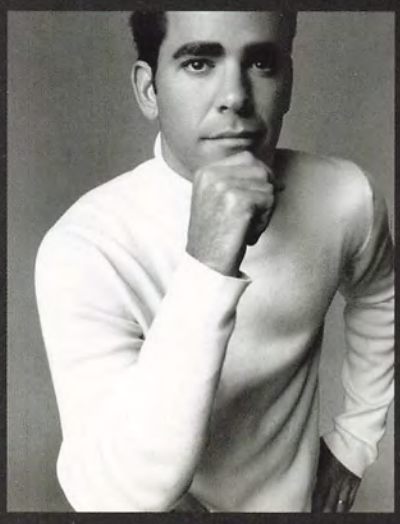
fortunoff®

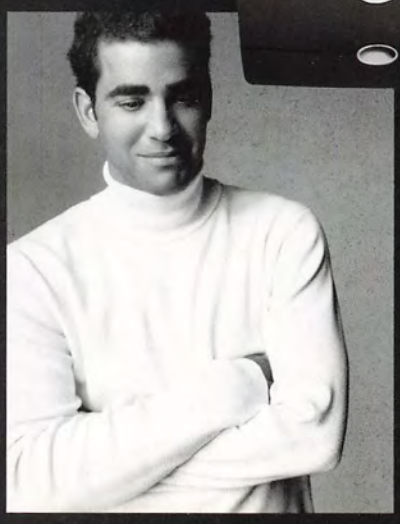
1 800 Fortunoff

MOVADO

the art of time

pete sampras, grand slam legend.
movado se™ chronograph. stainless steel and black rubber.
silver dial. sapphire crystal. swiss made. water resistant.
www.movado.com





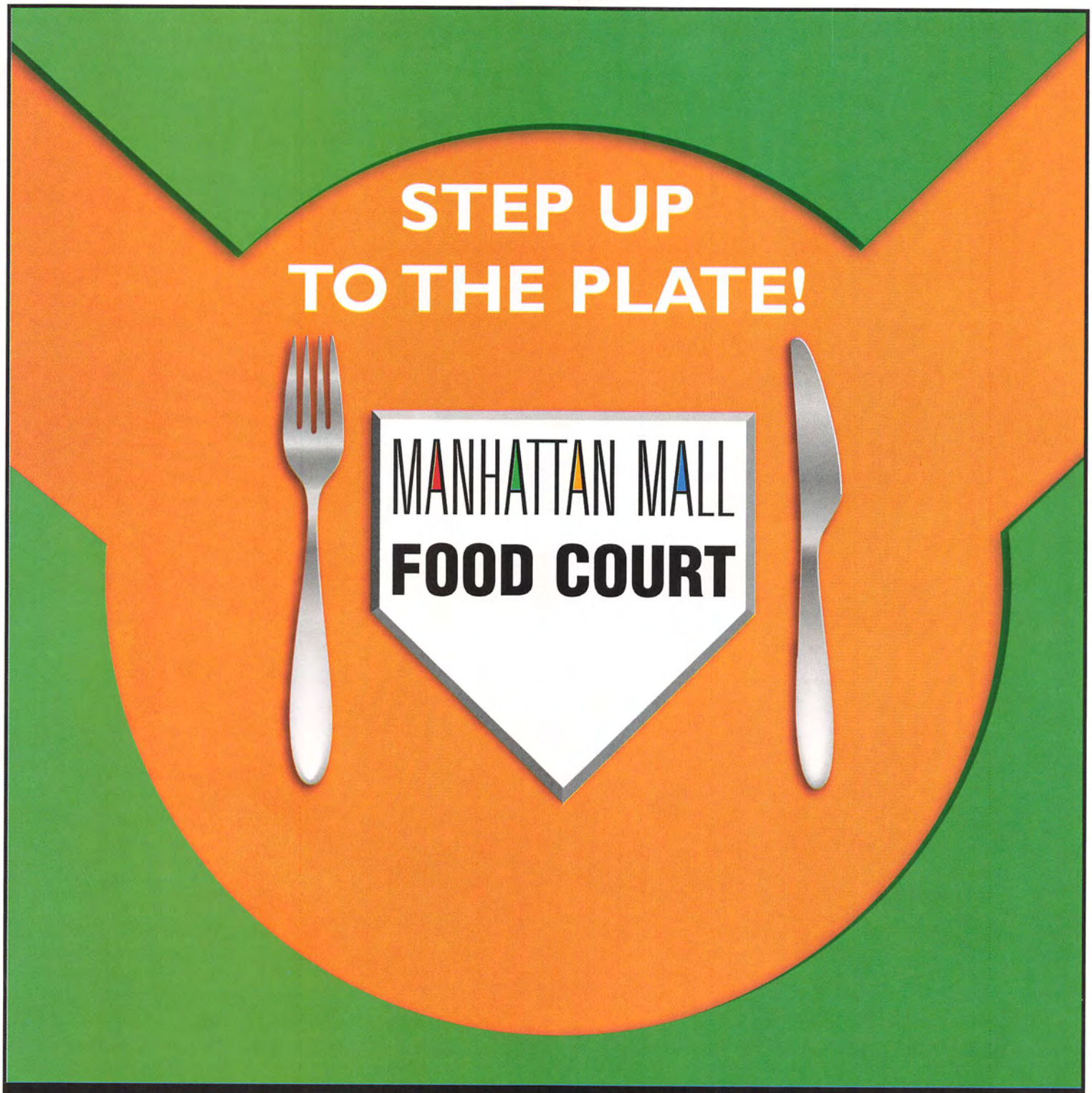
DODGE RAM HEAVY DUTY. It's big. It's powerful. It's durable. And it's coming soon. It's the all-new Dodge Ram Heavy Duty. Now qualified Farm Bureau® members get an extra $500 cash allowance on Ram Heavy Duty. Visit dodge.com or call 877-ONTHEJOB.

GRAB LIFE BY THE HORNS

DODGE

LOOKS LIKE SOMEONE USED TOO MUCH MIRACLE-GRO®

To receive cash allowance, get a certificate from your state's Farm Bureau validating that you've been a member for at least 30 days. Offer applies to most 2003 Dodge vehicles. Ask your Dodge Dealer or Farm Bureau representative for details. Farm Bureau is a registered service mark of the American Farm Bureau Federation. Miracle-Gro is a registered trademark of The Scotts Company.



You'll love playing ball at the New Manhattan Mall! Our brand new Food Court has all bases covered and our 160,000 square feet of retail stores are waiting to dazzle you. Whether you're here to eat or shop, you'll hit a home run at the conveniently located Manhattan Mall.

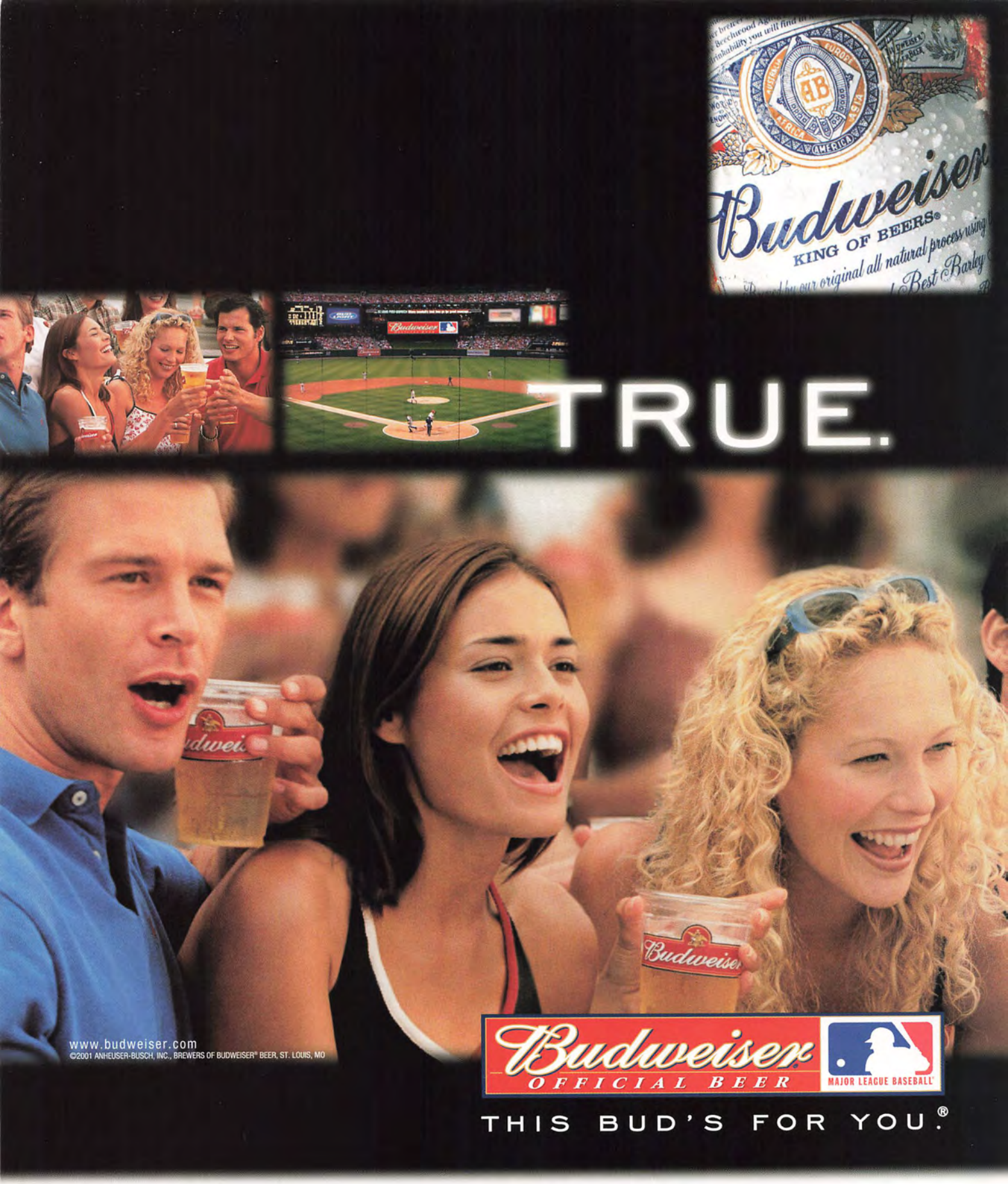
www.manhattanmallny.com

Manhattan Mall Transportation
B, D, F, S, W, Q, N, R, V, PATH
34th Street/Penn Station Transportation
1, 2, 3, 9, A, C, E, LIRR, NJ Transit

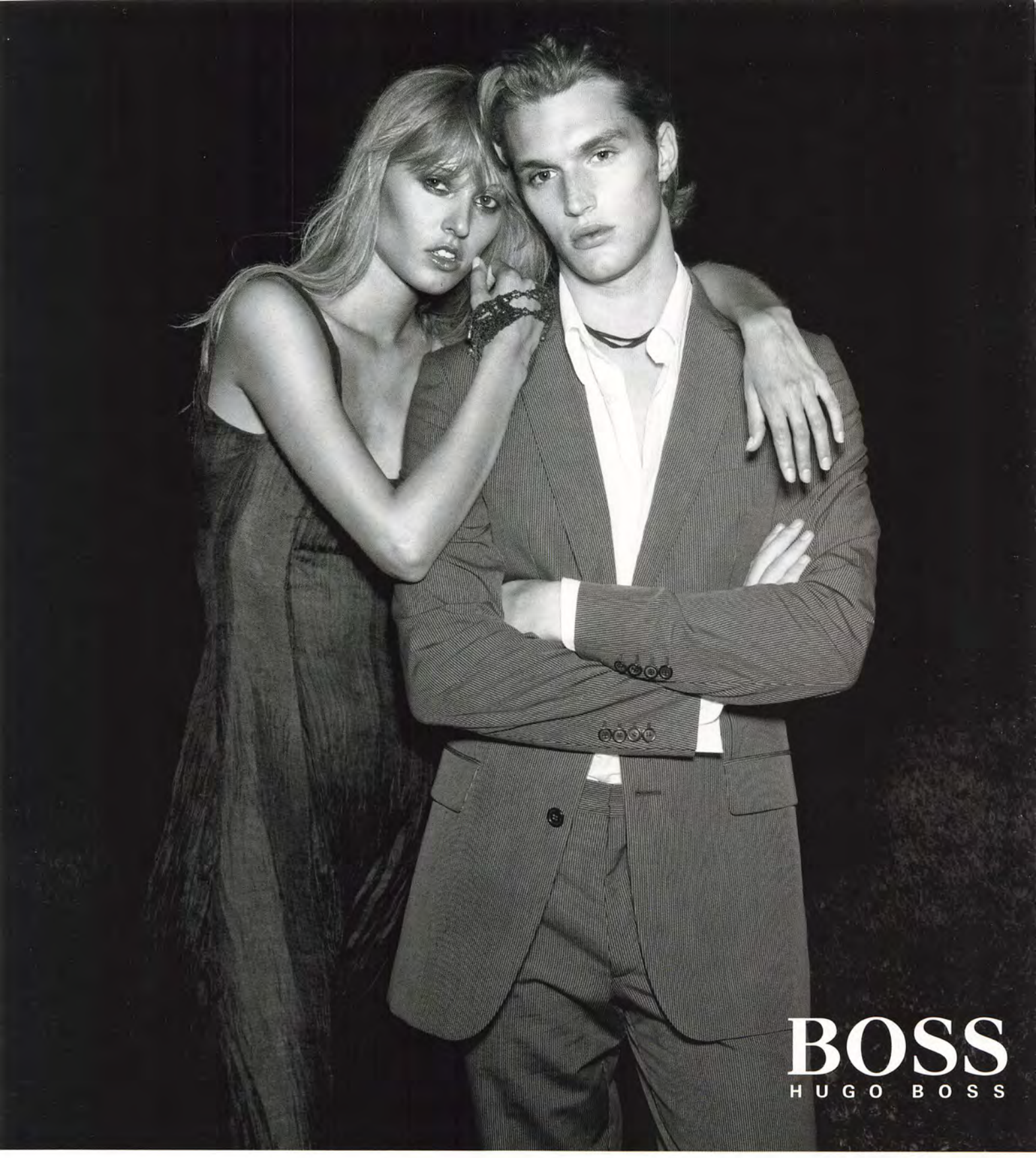
33rd and Broadway
Mall Hours: Mon-Sat: 10am-8pm, Sun: 11am-6pm
24-hour Shopping Line: 212 465-0500

ARGENT VENTURES

LEASING:
Mike Dobeck 212-946-6181
mdobeck@argentventures.com



YANKEES FANS...THIS BUD'S FOR YOU



Fifth Avenue 212.485.1800

Columbus Circle (opening Fall 2003) Valley Fair Coral Gables Boca Raton Aventura
Boston Beverly Center Rodeo Drive Plano Troy Chicago Tampa Orlando

FREE T-SHIRT! FREE TICKETS!

- **Get an Officially-Licensed Team Long Sleeve T-Shirt**

  (After you make any combination of purchase or cash advance transactions totaling at least $25)§

- **2 Free Tickets to a Yankees' Home Game**

  (After the first qualifying use(s) of your New York Yankees Visa® credit card!) Restrictions apply.

§see below for details

You'll receive:

- A Low Introductory Annual Percentage Rate (APR)
- No Annual Fee
- 24-Hour Customer Service

STEP UP TO THE PLATE AND REQUEST YOURS TODAY!

call toll-free 1-866-GET-MBNA

Please mention priority code LAD4 when calling.

There are costs associated with the use of this credit card. You may contact the issuer and administrator of this program, MBNA America Bank, to request specific information about the costs by calling 1-800-523-7666 or by writing to MBNA America, P.O. Box 15020, Wilmington, DE 19850. TTY users, call 1-800-833-6262.

§To qualify for the ticket offer (est. maximum value: $18 per ticket): you must respond to this advertisement for the New York Yankees Visa credit card, be approved for the card and then use the account to make at least one purchase or cash advance transaction (no minimum required). To qualify for the T-shirt offer (est. value: $29): use the account to make any combination of purchase or cash advance transactions totaling at least $25: each transaction must have a posting date occurring within the same billing cycle (ending on or before December 31, 2003). Allow 10-12 weeks for delivery of T-shirt (XL only) after qualifying. Supplies are limited. MBNA reserves the right to substitute an item of equal or greater value. For ticket offer: Qualify and receive a voucher good for two (2) tickets to one (1) 2003 regular season, Monday – Thursday home game, excluding all Premium Games*. Coupon valid for 1 complementary Tier Reserved, Bleachers or 1/2 price Main Box, Loge Box, Main Reserved, Tier Box MVP or Tier Box ticket. This coupon can be redeemed for a complementary ticket, based on availability.

No refunds or exchanges. Tickets are subject to availability. Coupon has no cash value. Copies of coupon will not be accepted. Coupon valid for 2003 regular season home games only, expires 9/11/03. Certain restrictions apply. One (1) coupon per person. The coupon may be redeemed at the Advance Ticket Windows (located between Gate 4 and Gate 6) or at any designated ticket sales booth. All ticket specials are subject to availability, are valid only when purchasing the tickets and are not valid for previously purchased tickets or Premium Games*. All special ticket offer discounts must be requested prior to sale and all restrictions apply. Mail orders will not be accepted. MBNA issued ticket(s) are not subject to exchange. In the case of a rain out MBNA ticket(s) will be honored on the rescheduled game date. Allow up to 13 weeks for delivery of voucher after qualifying. This ticket offer is sponsored by the New York Yankees baseball team and cannot be combing with any other special offers or promotions. Other restrictions apply: complete details will accompany voucher. Neither the New York Yankees nor MBNA America shall be responsible for any lost or stolen voucher, tickets or T-shirt. All trademarks appearing in this advertisement, including Major League Baseball, are property of their respective owners and are used by MBNA with permission.

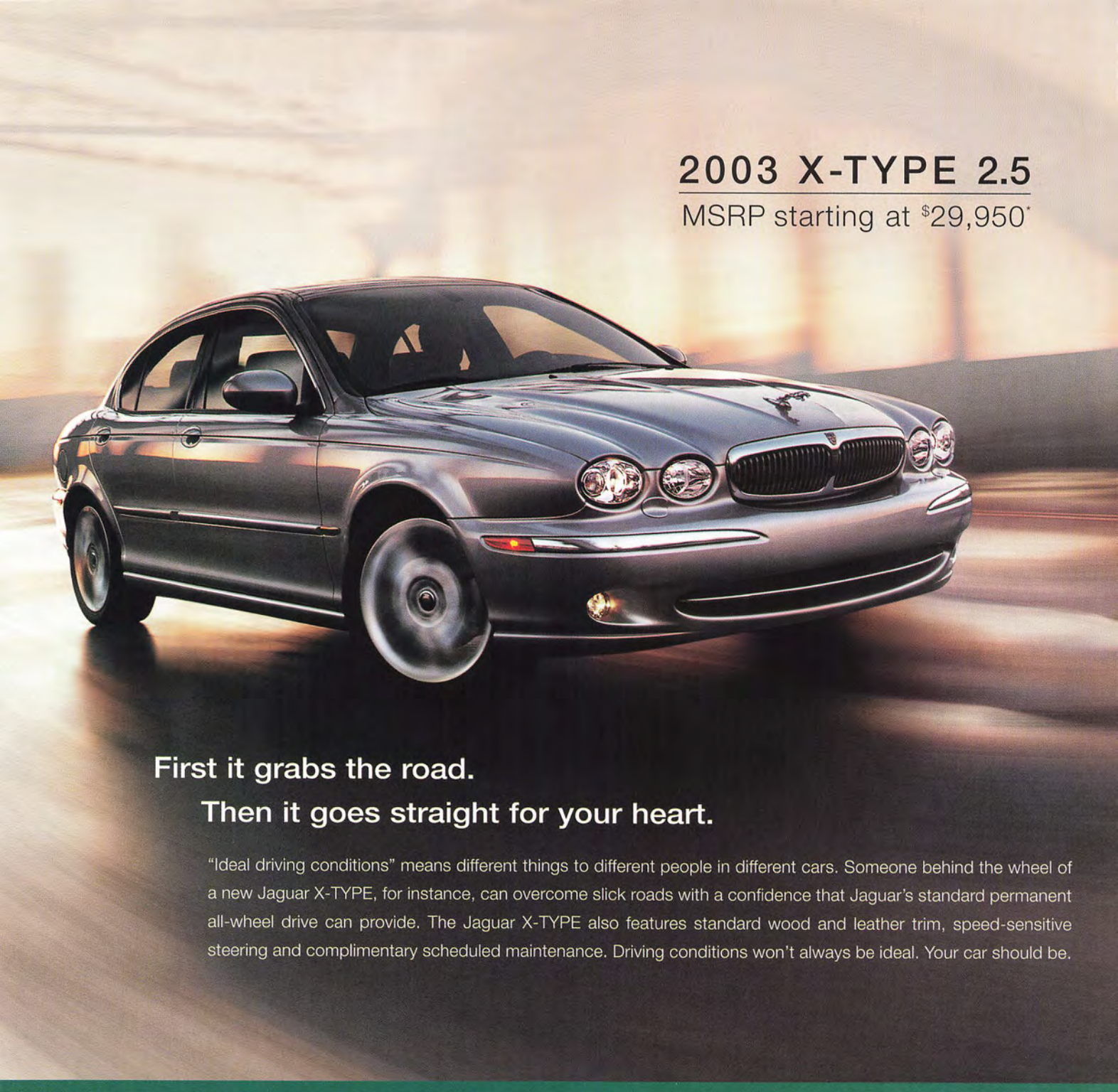
*The term "Premium Games" is defined as the Opening Day game, the Old Timers Day game, and games played against the following teams: (i) Boston Red Sox, (ii) Seattle Mariners (iii) Oakland Athletics, and (iv) all National League opponents.

©2003 MBNA America Bank, N.A.

AD-02-02-0139

2003 X-TYPE 2.5

MSRP starting at $29,950*



First it grabs the road.
Then it goes straight for your heart.

"Ideal driving conditions" means different things to different people in different cars. Someone behind the wheel of a new Jaguar X-TYPE, for instance, can overcome slick roads with a confidence that Jaguar's standard permanent all-wheel drive can provide. The Jaguar X-TYPE also features standard wood and leather trim, speed-sensitive steering and complimentary scheduled maintenance. Driving conditions won't always be ideal. Your car should be.

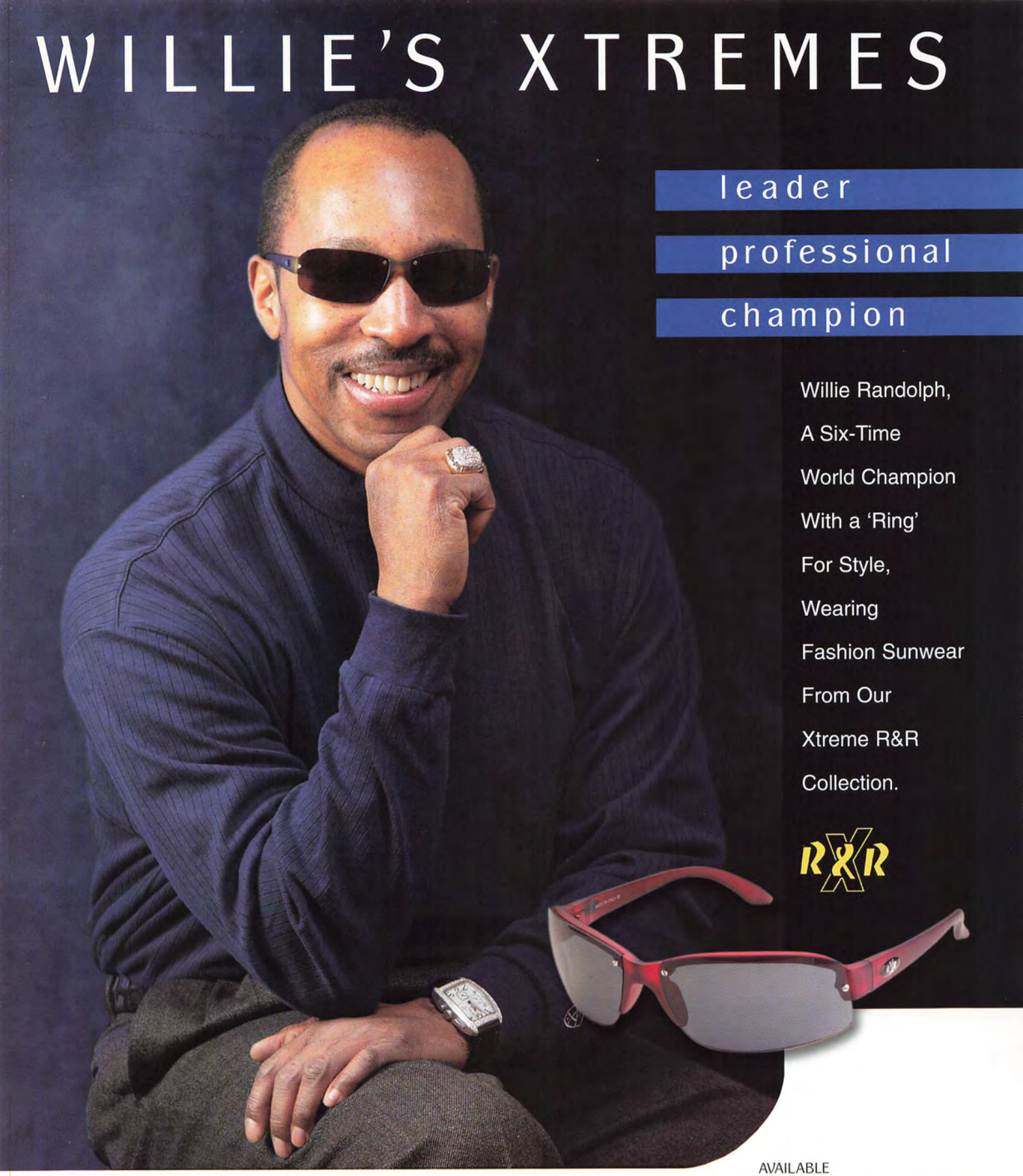
X-TYPE • S-TYPE • XJ • XK

The art of performance | JAGUAR

For the Name of Your Nearest Tri-State Jaguar Retailer Call
1-800-4-JAGUAR
or Visit Us At www.tristatejaguar.com

*MSRP excludes taxes, title and license fees; see retailer for their price.
Call **1-800-4-JAGUAR** or visit jaguarusa.com. ©2003 Jaguar Cars.

WILLIE'S XTREMES



leader

professional

champion

Willie Randolph,
A Six-Time
World Champion
With a 'Ring'
For Style,
Wearing
Fashion Sunwear
From Our
Xtreme R&R
Collection.

R X R

AVAILABLE
EXCLUSIVELY AT:

East Meadow • Garden City • Hauppauge • Massapequa
Medford • Northport • Plainview • Rocky Point • Stony Brook
For information call 1.800.LENS123

DAVIS VISION
THE EYECARE ADVANTAGE

The Official Mustard of the New York Yankees.

Squeeze play. French's® style.

Nothing cuts the mustard like French's™ Since 1904

© 2003 Reckitt Benckiser Inc.

From Wall Street

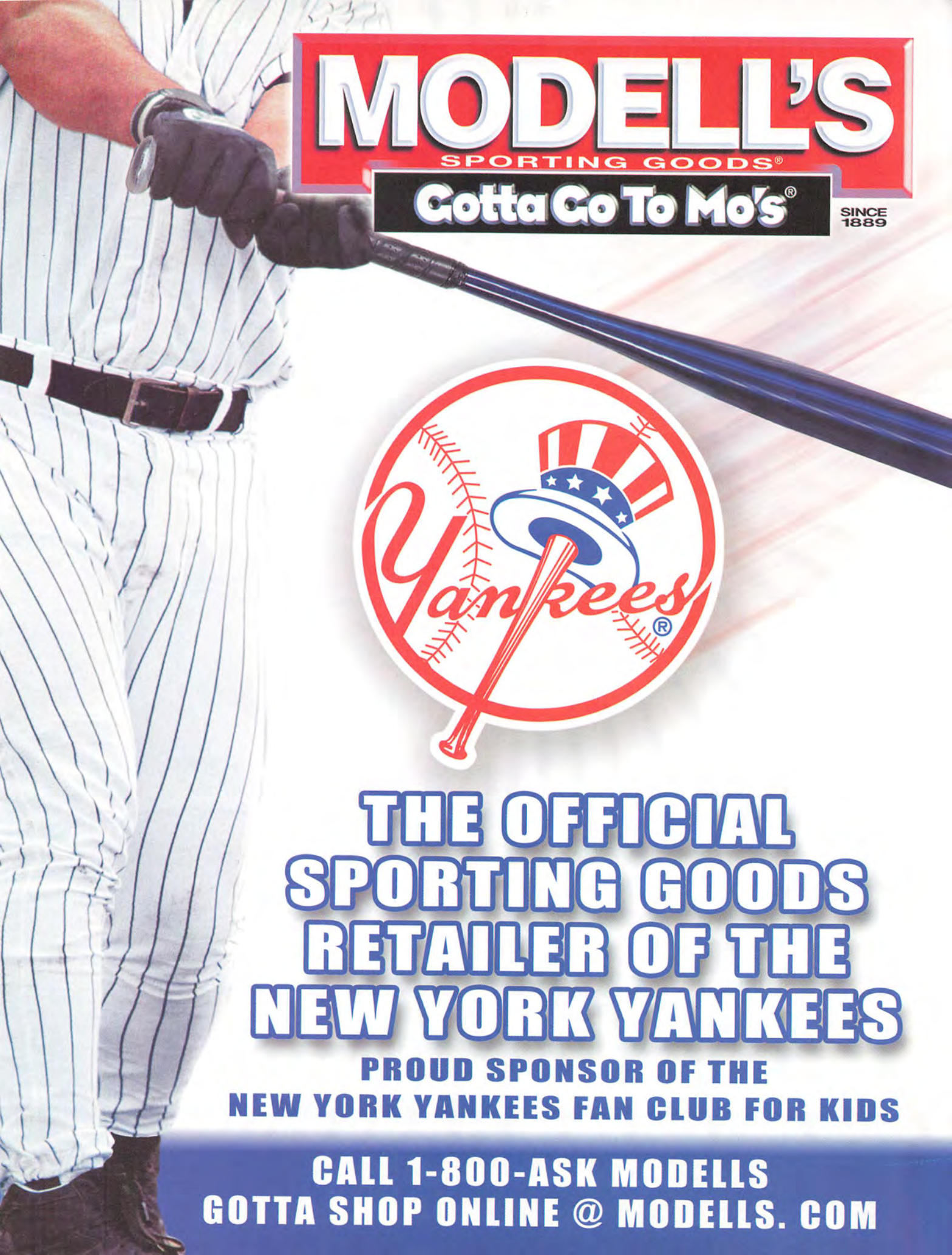
to the Bronx.

There's nothing like putting on pinstripes and getting down to business.

nyse.com

© 2003 New York Stock Exchange, Inc. All rights reserved.
All New York Yankees' trademarks and copyrights are owned by the New York Yankees and used with the permission of the New York Yankees.

NYSE
New York Stock Exchange®


MODELL'S
SPORTING GOODS®
Gotta Go To Mo's®
SINCE 1889
Yankees®
THE OFFICIAL SPORTING GOODS RETAILER OF THE NEW YORK YANKEES
PROUD SPONSOR OF THE NEW YORK YANKEES FAN CLUB FOR KIDS
CALL 1-800-ASK MODELLS
GOTTA SHOP ONLINE @ MODELLS. COM

Publications & Multimedia Director	Mark Mandrake
Managing Editor	Glenn Slavin
Editorial Assistant	Kristen Aiken
Contributing Writers	Maury Allen, Marty Appel, Lindsay Berra, Stephanie Geosits, Steven Goldman, Phil Pepe, Bob Klapisch, Alan Schwarz, Neil Schwartz, John Thorn
Photographer	Lou Rocco
Contributing Photographers	Bob Adamenko, AllSport, Eileen Barosso, Tom DiPace, Nury Hernandez, L.C. Lambrecht, Major League Baseball Photos, Mia Malafronte, Bernie Nuñez, Bob Olen, Sports Illustrated/Dick Raphael, United Press International, James Clifford Welch, Kathy Willens
Special Thanks	National Baseball Hall of Fame (Cooperstown) Photo Archives

Grandstand Design, Inc.

President	Marc L. Miller
Designers	Mark Abell, Matt Jeans, Jeffrey Lin
Business Development	Amy Satin Spinelli
Contact Info	420 W 25th Street New York, NY 10001 Phone: 212-206-7930

University Sports Publications, Inc.

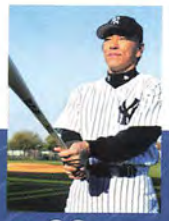
570 Elmont Road
Elmont, NY 11003
Phone: 516-327-9500
Fax: 516-327-3099

Special Dufex Cover Technology by F. J. Warren, Ltd.

TABLE OF CONTENTS

16 EXECUTIVES
18 LIMITED PARTNERS
24 2002 SEASON REVIEW *by Glenn Slavin*
36 2003 SEASON PREVIEW *by Bob Klapisch*
51 COACHES
61 PITCHERS
89 CATCHERS
97 INFIELDERS
107 OUTFIELDERS
117 RESERVES
125 ON THE WAY UP
133 YANKEES EMPLOYEES
144 100 YEARS OF YANKEES HISTORY
including THE 100 GREATEST YANKEES MOMENTS, compiled by John Thorn
268 MINOR LEAGUES
274 BROADCASTERS
286 STADIUM GUIDE
292 PROMOTIONAL DAYS

p. 24


p. 36

p. 144

BRING YOUR GROUP TO THE STADIUM AND SAVE!

adidas® GROUP GAMES

adidas® and the New York Yankees have teamed up to offer groups of 50 or more the opportunity to purchase Tier Reserved seating for $9.00 per ticket (50% off the Advance ticket price) for selected Wednesday and Friday games (subject to availability).

DATE	OPPONENT	DAY	TIME	DATE	OPPONENT	DAY	TIME
Apr 9	Minnesota	Wed	7:05 PM	July 23	Baltimore	Wed	7:05 PM
Apr 11	Tampa Bay	Fri	7:05 PM	Aug 6	Texas	Wed	7:05 PM
Apr 16	Toronto	Wed	7:05 PM	Aug 20	Kansas City	Wed	1:05 PM
May 14	Anaheim	Wed	7:05 PM	Aug 22	Baltimore	Fri	7:05 PM
May 16	Texas	Fri	7:05 PM	Aug 27	Chicago	Wed	7:05 PM
May 23	Toronto	Fri	7:05 PM	Sept 10	Detroit	Wed	7:05 PM
June 18	Tampa Bay	Wed	7:05 PM	Sept 26	Baltimore	Fri	7:05 PM
July 18	Cleveland	Fri	7:05 PM				

HALF PRICE GROUP DATES

Groups can save big while enjoying an exciting New York Yankees game at half price. Plan your group outing for any of the following dates and receive each game ticket at a half price savings off the Advance ticket price. For more information, please contact the New York Yankees Group Sales Department at (718) 293-6000.

DATE	OPPONENT	DAY	TIME	DATE	OPPONENT	DAY	TIME
Apr 17	Toronto	Thu	1:05 PM	July 17	Cleveland	Thu	7:05 PM
May 13	Anaheim	Tue	7:05 PM	July 20	Cleveland	Sun	1:05 PM
May 17	Texas	Sat	TBA	July 22	Toronto	Tue	7:05 PM
May 18	Texas	Sun	1:05 PM †	Aug 7	Texas	Thu	1:05 PM
May 24	Toronto	Sat	TBA	Aug 19	Kansas City	Tue	7:05 PM
May 25	Toronto	Sun	1:05 PM ††	Aug 26	Chicago	Tue	7:05 PM
June 12	Houston	Thu	1:05 PM	Sept 9	Detroit	Tue	7:05 PM
June 19	Tampa Bay	Thu	1:05 PM				

† Little League Day †† Scouts Day
Please note that all game times are Eastern Standard Time and are subject to change.

GROUP NAME _____
GROUP LEADER _____
ADDRESS _____
CITY _____
STATE ZIP CODE _____
DAYTIME PHONE _____
EVENING PHONE _____
FAX _____

VISA It's Everywhere You Want To Be. CREDIT CARD: ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS
CREDIT CARD #: _____
PRINT NAME (as it appears on card) _____
CARDHOLDER'S SIGNATURE _____

PAYMENT INFORMATION

Fill out the game dates, number of tickets and subtotals on the grids below, then add the subtotals to the handling charge and enter the total amount.

adidas GROUP GAMES & HALF-PRICE GROUP DATES • NUMBER OF TICKETS

GAME DATE	MAIN RES. $16.50	TIER BOX $16.50	TIER RES. $9.00	BLEACHER $4.00	AMOUNT

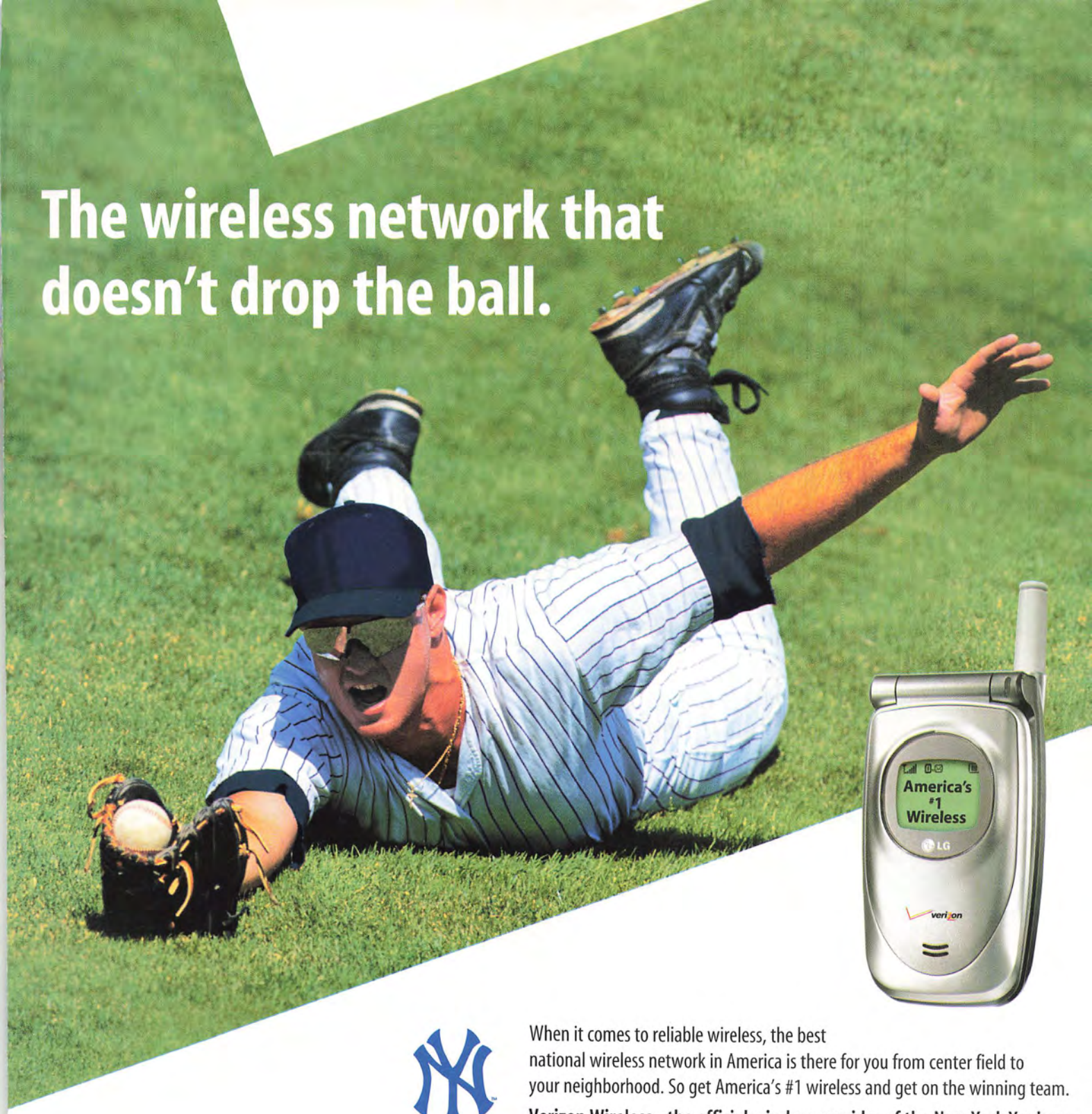
SUBTOTAL $_____ + $8.00 HANDLING = TOTAL $_____

For quickest response, detach the Group Order From at dashed line, and fax this page with your credit card information to (718) 293-4841/(718) 588-0715. Or mial to the New York Yankees, Yankee Stadium Ticket Office, Bronx, NY 10451, Attn: Group Sales.

Call (718) 293-6000 or (718) 293-6013 for more information, or visit the Yankees website at www.yankees.com.

adidas NY adidas NY adidas

The wireless network that doesn't drop the ball.



When it comes to reliable wireless, the best national wireless network in America is there for you from center field to your neighborhood. So get America's #1 wireless and get on the winning team.

Verizon Wireless – the official wireless provider of the New York Yankees.

1-800-811-7600
CLICK: **verizonwireless.com**

verizonwireless
We never stop working for you.℠

t network claim based on results of our reliability studies and network advantages. See www.verizonwireless.com/bestnetwork for details. All New York Yankees' trademarks and copyrights are owned by the
/ York Yankees and are used with permission of the New York Yankees.

©2003 Verizon Wireless.

EXECUTIVES

GEORGE M. STEINBRENNER III
Principal Owner

HAROLD Z. STEINBRENNER
General Partner

HENRY G. STEINBRENNER
General Partner

STEPHEN W. SWINDAL
General Partner

RANDY LEVINE
President

LONN A. TROST
Chief Operating Officer

BRIAN CASHMAN
Senior Vice President
General Manager

GORDON BLAKELEY
Senior Vice President
Baseball Operations

JEAN AFTERMAN
Vice President
Assistant General Manager

YANKEENETS DIRECTORS & OFFICERS

RAYMOND G. CHAMBERS
JERRY L. COHEN
LESTER CROWN
MICHAEL GILFILLAN (CO-CHAIRMAN)
KEITH HIGHTOWER (CHIEF FINANCIAL OFFICER)
DREW KATZ (VICE PRESIDENT)
LEWIS KATZ
DONALD KEOUGH
RANDY LEVINE
JAMES R. MURDOCH
THOMAS MURPHY
MORTON L. OLSHAN
HOWARD J. RUBENSTEIN
JERRY SPEYER
GEORGE M. STEINBRENNER III
HAROLD Z. STEINBRENNER
HENRY G. STEINBRENNER
STEPHEN W. SWINDAL (CO-CHAIRMAN)
LONN A. TROST
FINN WENTWORTH (PRESIDENT)

YANKEES HOLDINGS PARTNERS

DANIEL M. CROWN

JAMES S. CROWN

LESTER CROWN

MADELINE F. GARSON

BARRY HALPER

DANIEL R. McCARTHY

MARVIN S. GOLDKLANG

JAMES NEDERLANDER

JAMES L. NEDERLANDER

ROBERT NEDERLANDER

BILL ROSE

EDWARD S. ROSENTHAL

JACK SATTER

JESSICA STEINBRENNER

JOAN Z. STEINBRENNER

JENNIFER SWINDAL

CHARLOTTE WITKIND

RICHARD WITKIND

Imagine...

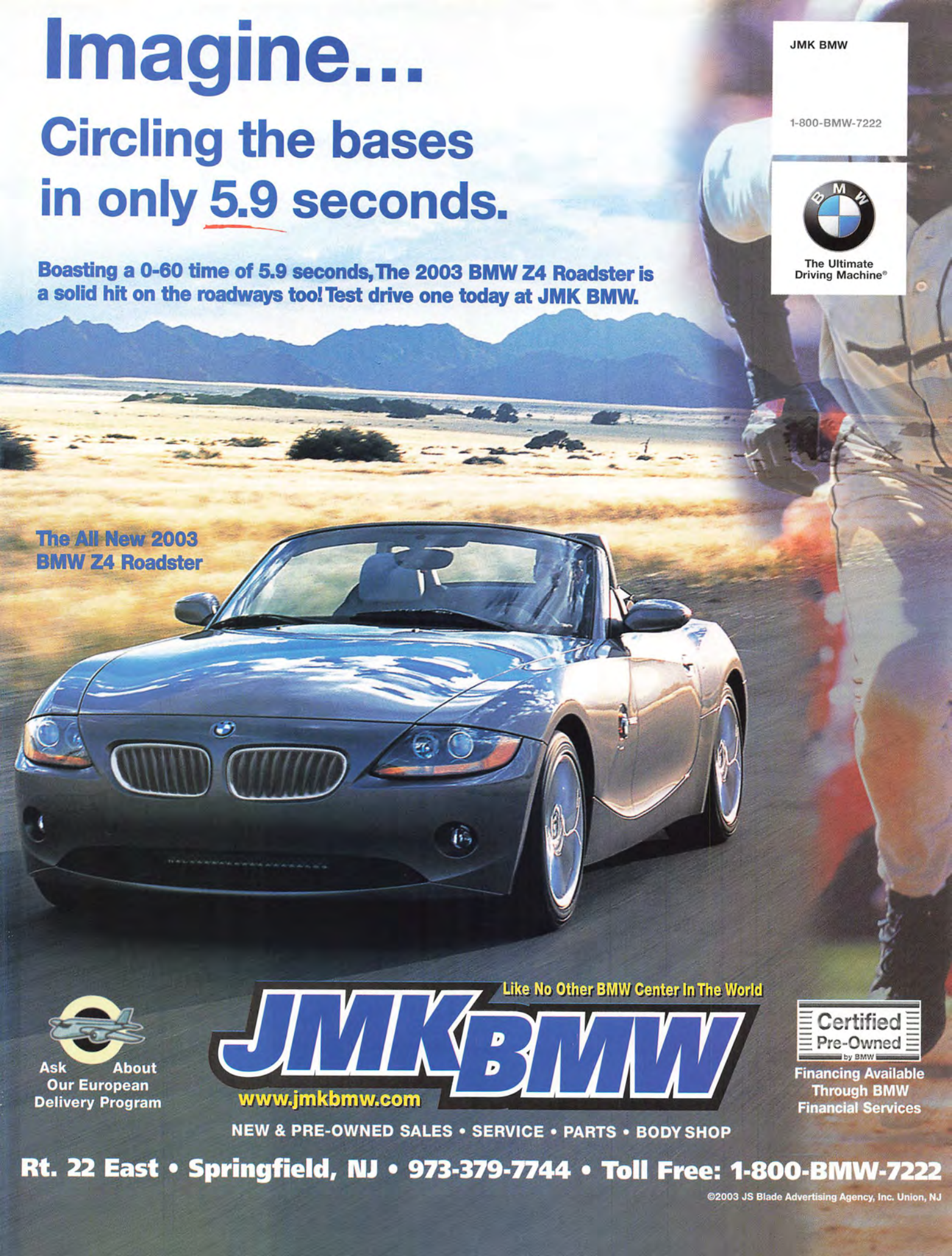
Circling the bases in only 5.9 seconds.

Boasting a 0-60 time of 5.9 seconds, The 2003 BMW Z4 Roadster is a solid hit on the roadways too! Test drive one today at JMK BMW.

JMK BMW

1-800-BMW-7222

The Ultimate Driving Machine®



The All New 2003 BMW Z4 Roadster

Like No Other BMW Center In The World

JMK BMW

www.jmkbmw.com

Ask About Our European Delivery Program

Certified Pre-Owned by BMW

Financing Available Through BMW Financial Services

NEW & PRE-OWNED SALES • SERVICE • PARTS • BODY SHOP

Rt. 22 East • Springfield, NJ • 973-379-7744 • Toll Free: 1-800-BMW-7222

©2003 JS Blade Advertising Agency, Inc. Union, NJ

SHARP

Liquid crystal television AQUOS™

©2001 Sharp Corporation

Introducing Aquos, inspiring flat-panel, liquid crystal television. Crystal-clear image quality. Outstanding brightness. And a screen that's merely 2.5 inches thin. Aquos by Sharp. It's what TV will be. sharp-usa.com

be sharp™

TOUR YANKEE STADIUM

GET THE ULTIMATE BEHIND THE SCENES TOUR
OF THE HOUSE THAT RUTH BUILT

CLASSIC TOUR

WHERE *

- Dugout area - sit in the best seats in the house
- Press Box - Imagine yourself being a sports reporter
- Clubhouse - visit the locker room of your heroes
- Monument Park - discover the most unique place in sports
- Scoreboard Operations - see how the technology works
- Yankees' History - hear stories of the legends and myths

DAILY CLASSIC TOUR

- Daily Tour Monday thru Sunday at 12 Noon for individuals and groups of less than 12 with a max of 50 people
- Available year-round, no reservations are required
- For groups of 12 or more, reservations are required
- All tours start at Press Gate
- There will be no tours conducted prior to day games or on weekends when team is home
- Tickets purchased at Advanced Ticket Window and stadium shops
- Tour length approximately 1 hour

FOR GROUPS

- Tours can be reserved for groups of 12 or more. School and youth organization field trips, business outings, birthday parties and family gatherings are all welcome. Please contact Stadium Tours for more information.
- Groups 25 or more (excluding school groups) will receive one complimentary ticket on each 25 tickets purchased

PRICES

• Adults	$12.00
• Children (Under 15)	$6.00
• Senior Citizens (60 & over)	$6.00
• Schools (Grammar & Junior High School)	
Children	$5.00
Adults	$10.00

For Reservations & Information contact: Stadium Tours at:

718-579-4531 fax: 718-681-8603
email: tmorante@yankees.com

CHAMPIONS TOUR

THE ENTIRE CLASSIC TOUR PLUS

- A visit to the adidas Hall-Of-Fame Suite to view a short film covering the team's legendary past
- 12 to 50 people

PRICES

• Adults	$17.00
• Children and Senior Citizens	$12.00

CHAMPIONS PLUS TOUR

THE ENTIRE CLASSIC TOUR PLUS

- Access to New York Yankees V.I.P Hospitality areas
- A luxury suite
- The Yankee Club
- The Great Moments Room
- A special souvenir item issued at the end of the tour
- Tour length approximately 1 hour 35 minutes
- 12 to 50 people only

PRICES

• Adults	$25.00
• Children and Senior Citizens	$15.00

TOUR TIMES

When team is on the road: Monday to Sunday 10am - 4pm
When team is home: Monday to Friday 10am - 12 Noon

NEW! INQUIRE ABOUT OUR BIRTHDAY BASH

PRESENTED BY

Kodak

* All locations subject to availability
Proceeds to benefit theYankees Foundation

adidas
VISA
It's Everywhere You Want To Be.

Authentic COLLECTION

Authentic onfield performance.
Get as close as you can
to the game.

peakperformance

NEW ERA

NEW ERA CAP .COM

new era cap company
8061 erie road • derby, new york 14047
1.800.989.0445

PURE EXCITEMENT IN THE STANDS

Coca-Cola®

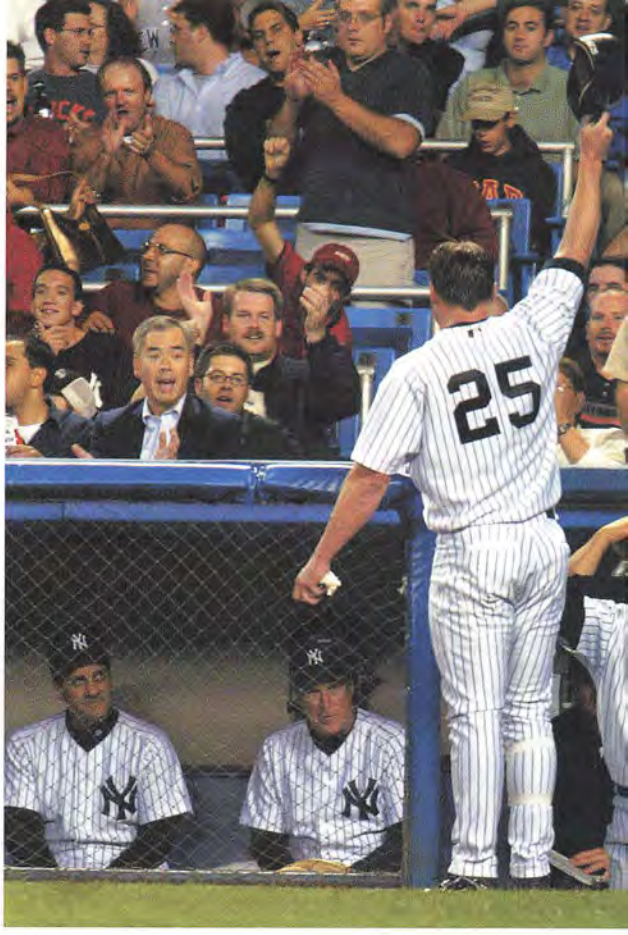
PURE REFRESHMENT
Coca-Cola®
FOR THE FANS

© 1997 The Coca-Cola Company. "Coca-Cola" and the Dynamic Ribbon device are registered trademarks of The Coca-Cola Company.

PURE REFRESHMENT FOR THE FANS

BY GLENN SLAVIN

2002 SEASON IN REVIEW



In a way, the 2002 season began before the end of 2001. Fresh off their 38th American League Championship season, and a World Series that many regard as one of the most exciting of all time (despite a disappointing Yankees loss in Game 7), on Dec. 13, 2001, the front office made an announcement that was going to reshape the team for years to come. In the biggest free-agent signing since Reggie Jackson, former league MVP Jason Giambi was introduced as the new starting first baseman.

"This was my best fit," a beaming Giambi said at the press conference, "this was the team I was hoping would come after me. I got the opportunity to play with them and I jumped at it."

In the coming the weeks, the clubhouse bore witness to more new faces, as third baseman Robin Ventura was added in addition to reliever Steve Karsay, outfielder Rondell White and outfielder John Vander Wal.

Weeks before spring training was set to begin, the Yankees dropped another roster bombshell. To everyone's surprise, former Bomber David Wells was set to return to his old stomping grounds, to the stadium where he pitched a perfect game in 1998 and the team where he owned an impressive 34-14 record.

"Words can't express how happy I am," Boomer said, "I can't describe the feeling I have now, being back in pinstripes."

With the retirement of Paul O'Neill and Scott Brosius, in addition to the departure of free agent Tino Martinez, the Yanks showcased a brand-new squad as spring training approached. The stalwarts of manager Joe Torre's four World Series victories between 1996 and 2000 remained: Derek Jeter, Bernie Williams, Jorge Posada, Andy Pettitte, Mariano Rivera and Mike Stanton all soldiered on. In addition, a strong, established starting staff anchored by Roger Clemens, Mike Mussina and Orlando Hernandez spelled trouble for the AL East.

As expected, the veteran Yankees and incoming Pinstripers blended into a complete team in time for Opening Day. And there was one player that nobody predicted would shoot out of the gate like he did. Sophomore sensation Alfonso Soriano started off the year blistering hot and held up that unbelievable pace throughout the season. Whether hitting for average, power or leading the league in stolen bases, second baseman Soriano was set to make his mark on the 2002 season. His determination and drive in did not go unnoticed.

"He's a stud. He can flat out hit. And he's getting better, too," said new teammate White at the start of the season.

"He could drop a 40-40 or a 50-50 some day," predicted Giambi.

Opening Day proved to be an ominous occasion for the determined Yanks. The Baltimore Orioles scored eight runs in a two-inning stretch to ruin New York's 100th season opener. More unsettling was an injury to ace Roger Clemens, who injured his hand attempting to field a grounder. X-rays were negative; however, the play set the tone for Rocket's season.

Coming off his record sixth Cy Young in 2001, Clemens, who spent his share of time on the DL, managed only 13 wins, falling seven games short of the heralded 300-career wins mark.

After the loss, the Yanks won their next eight games, marking their best start since 1999 when the team went 9-1. During that stretch, every Yankees starter had notched a win.

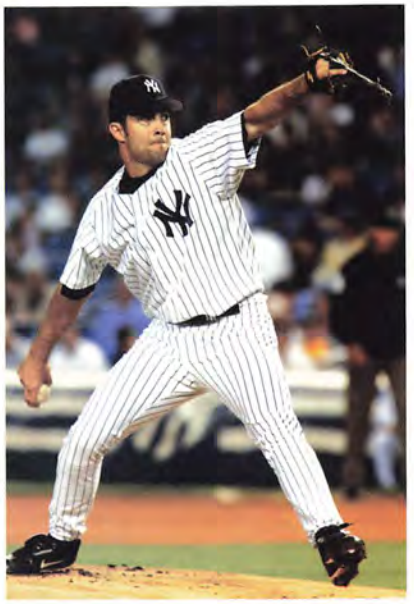
As the season cruised along, the new guys settled into their positions and the veterans held steady. Ventura proved to be not only a solid gloveman and clutch hitter but a lighthearted presence in the clubhouse, prompting Torre to comment, "Robin's going

to be good, he's fun to be around." Ventura's .302 average halfway through the first month was no laughing matter and represented a 70-point improvement on his 2001 mark as a Met.

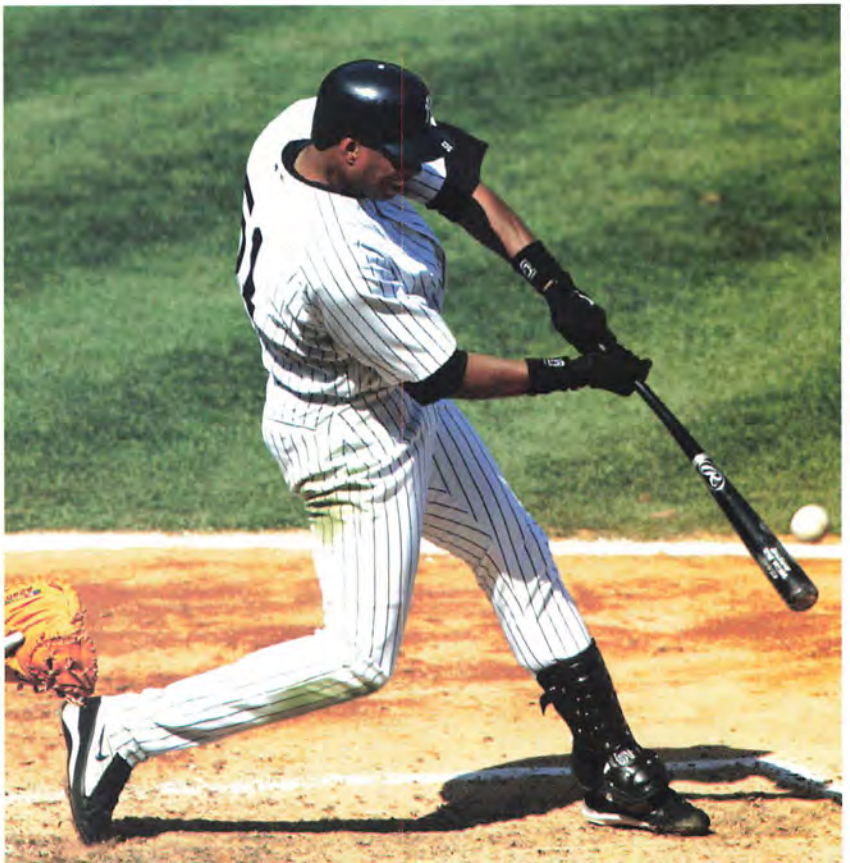
Ventura's fellow corner infielder, though, did not get off to such a rousing start. Admittedly, the expectations for Giambi were considerably higher and the first baseman was clearly pressing, going 2-for-18 in the first week of the season. Flashes of brilliance emerged, such as on the April 12 game against Boston when Giambi went 4-for-4. Nevertheless, something happened to Giambi in pinstripes that he only ever expected as an opposing player—he was booed by the home crowd.

On May 17, everything turned around for the slumping slugger. It was the night the Yanks made a dramatic come-from-behind victory against eventual AL Central champs, the Minnesota Twins. It was the night that Jason Giambi earned his pinstripes.

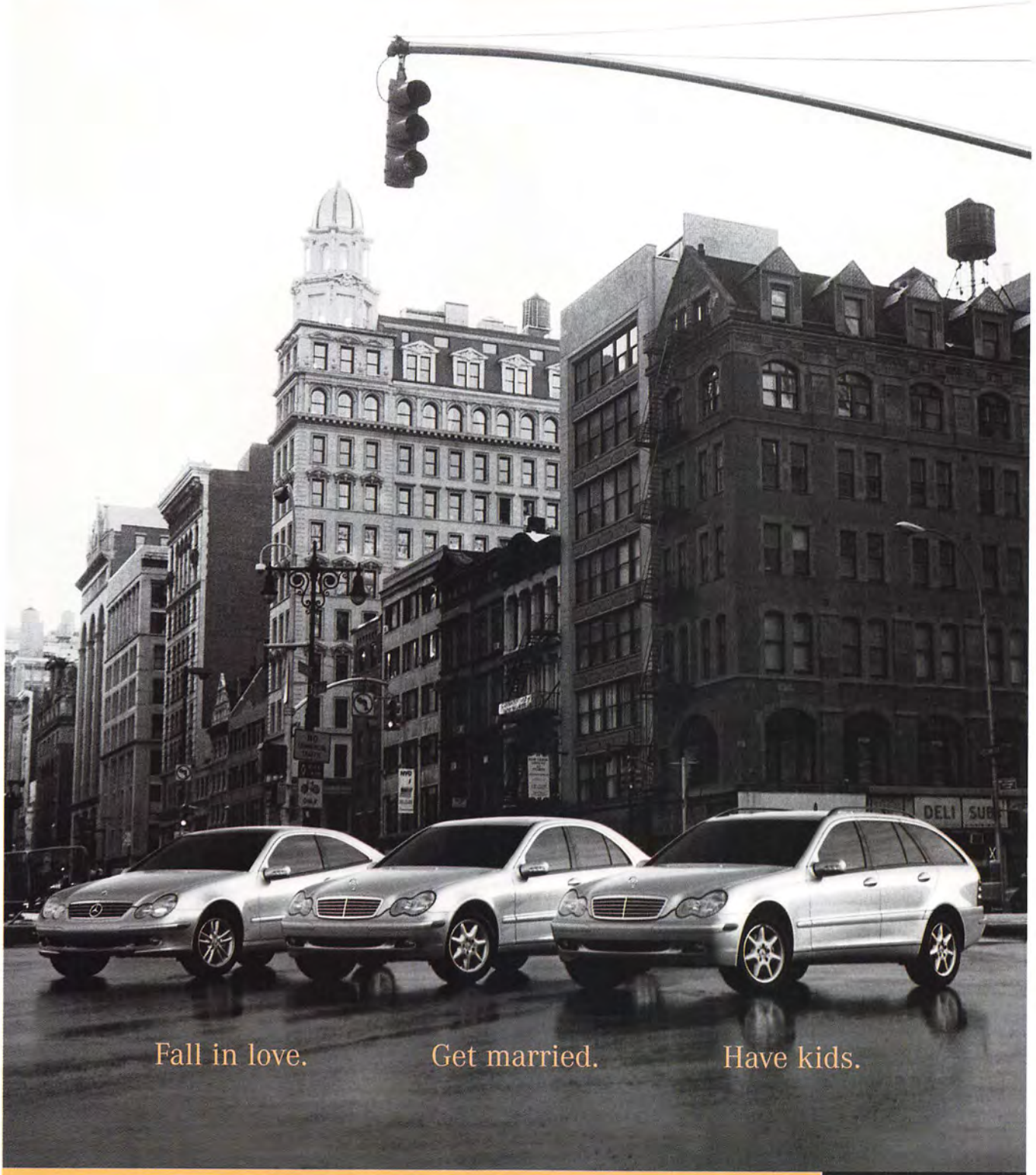
In the first inning of the Friday night contest, Bernie Williams cracked a home run, giving the Yanks an early 1-0 lead. It was the third straight game that Williams homered. The Twins answered in the second inning and struck for three runs off Mike Mussina, who struggled more than usual all season despite finally receiving the run support he lacked the year prior. With the Twins ahead 3-1, Ventura whacked a massive two-run home run into the "black" seats in center field, becoming just the 19th player to put one in the unused bleacher section since the Stadium was renovated in 1976. In the same inning, with runners on first and second, Soriano belted a long fly ball to center. Gold Glove outfielder Torii Hunter jumped over the wall as the ball just barely grazed the leather of his glove and bounced over the fence for a quick three runs. The Yanks were up 6-3. At that point in the season, Soriano and Ventura both led the team with 10 home runs.



In the fifth, Jorge Posada crushed a ball into the upper-deck with a man on, giving the Yanks an 8-3 lead. In the Twins' half of the sixth, Mussina got into trouble, giving up four straight hits to start the inning and bringing Minnesota within three. Joe Torre brought in Mike Stanton who fared no better as Twins batters hit back-to-back singles, putting them down by only one run. A sac fly by David Ortiz tied the game at 8-8. The Yankees brought in



©2003 Authorized Mercedes-Benz Dealers

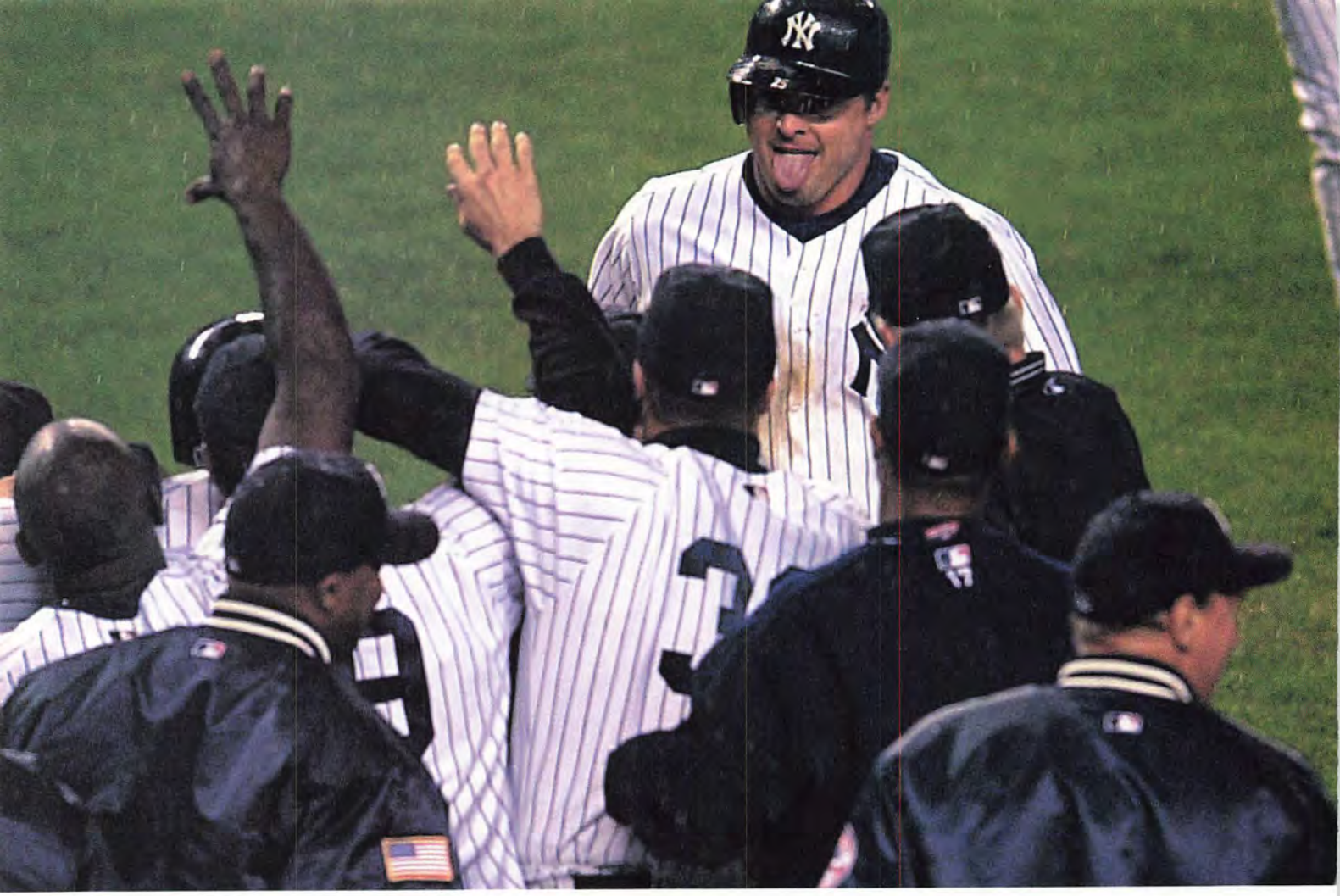


Wherever your heart lies, the choice is up to you. It all begins with the C 230 Sports Coupe starting at just $25,670, the C 240 Sedan starting at $30,620 and the C 240 Sport Wagon starting at $32,120.* At last, you've finally found yourself a soul mate. We understand. We live here too.

Mercedes-Benz

Tri-State Dealers

*MSRPs for a 2003 C 230 Sports Coupe, 2003 C 240 Sedan and 2003 C 240 Sport Wagon include transp. charge, exclude all options, taxes, title, regis., and dealer prep. Options, model availability and actual dealer price may vary. See dealer for details. For more information, call 1-800-FOR-MERCEDES, or visit MBUSA.com.



Ramiro Mendoza, but Brian Buchanan, who started the inning with a double, singled in Jones to give the Twins a 9-8 lead.

Williams' second home run of the game, a solo shot with one out in the ninth inning, tied the game at 9-9. The score remained knotted until the 14th inning, as a heavy, cold drizzle began to fall in the Bronx. Minnesota tagged Sterling Hitchcock for three runs in the top of the inning. In the bottom half of the inning, Shane Spencer and Derek Jeter singled and Williams earned a one-out walk to load the bases for Jason Giambi.

Six hours after the start of the game, it really started to downpour. Most of the Stadium crowd had left during an earlier rain delay. A hard, driving rain was pounding the Yankee faithful as Giambi crushed the ball into the sopping bleacher seats, giving the Yanks the most remarkable victory of the year. As if to fulfill a lifetime destiny to take his place among Yankees immortals, the grand slam was just the second in Yankees' history to end a game when the team was trailing by three runs. The only other player to do that was Babe Ruth.

Giambi rounded the bases with an enormous smile on his face and was greeted at home plate by a swarm of jubilant teammates. Torre calmly approached the commotion and took Giambi close to him in an embrace.

"The defining moment [of the season for Giambi] was that grand slam in the extra-inning game against Minnesota," Torre said. "It settled him in and freed him up to take on a leadership role."

The six home runs hit by the Yankees in the game extended their major league-leading lead in that category to a whopping 68 only six weeks in, 16 more than the next team.

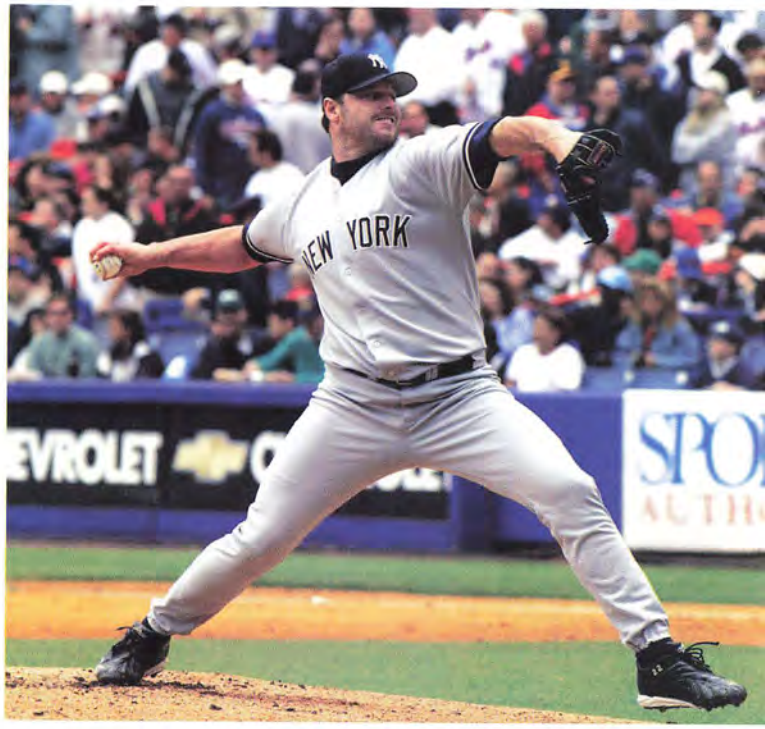
The Yanks reached the All-Star break with a record of 55-32, good for a two-game lead over the division rival Boston Red Sox. The first half was remembered for two things: the long ball and injuries. The Bronx Bombers hit 134 homers in their first 87 games, and were on pace to break the franchise record of 240, set in 1961. But invaluable pitchers El Duque, Pettitte and Rivera all spent considerable time on the DL, prompting the Yanks to pick up young ace Jeff Weaver from the Detroit

Tigers. Struggling outfielders Shane Spencer, Vander Wal and White impelled the team to get Raul Mondesi from the Toronto Blue Jays.

"We have a good team," Jeter said at the break. "We added Mondesi, who can do anything, and Weaver is nasty. We have new guys, but the same philosophy. We still go out and play hard, do the little things we need to in order to win."

"Considering we had two starters on the disabled list, our closer on the disabled list and we were able to hold it together and finish the first half 23 games over, I couldn't be more pleased [with the first half]," Torre said. "But Boston has had their way with us pretty much. They're playing very well, and they're better than they were last year because of their pitching. I think it's going to be a dogfight."

The All-Star Game, though ending in an unfortunate tie, was highlighted by two Yankees. Giambi, having gone .318 with 22 home runs and 71 RBI in the first half, added another feather in his cap by beating Sammy Sosa in the Home Run Derby contest. Soriano added a homer of his own in game action.



Though Torre tried to play it down, there was no denying the Yanks were emphatically reclaiming their Bronx Bomber moniker. Leading the barrage of long balls was unlikely slugger Soriano. By mid-July, the unconventional leadoff hitter had 22 home runs, 56 RBI and 23 stolen bases, generating a buzz for a 40-40 season and MVP honors. By the end of July, the Yanks were the only team in the majors with nine players in double figures in homers, while no other team had more than five.

"We're hitting a lot of home runs, but there's still room to grow," Giambi said. "Rondell [White] hasn't really gotten hot, Mondesi has the capability to hit 30 and Nick [Johnson] just keeps getting more comfortable. It's amazing to see the potential this lineup still has."

While Yankee batters continued their red-hot scoring streak, the starting staff suffered another blow as Clemens was forced to spend time on the DL for three weeks. Youngster Weaver responded admirably but suffered a few tough losses.

"That's the kind of pitcher we know we have, it was just a matter of when it was going to come out," Torre said after a Weaver loss to the Anaheim Angels on Aug. 1 that featured a performance by Jarrod Washburn that, in retrospect, became a foreshadowing of the postseason. "I think we felt better about him than he did about himself, but tonight, we saw the type of pitcher Weaver is."

With Weaver still finding his balance, second-year Yank Mussina was losing his. With an ERA hovering around 4.00 all season, the usually stoic Moose was struggling.

"I haven't been pitching the way I think I should be pitching," Mussina said. "It's the exact opposite of the way I pitched last year. Every year is different, and you have to challenge yourself with something that comes up. This has been a challenge for me all year. I'll keep grinding it out and hope it comes together."

With Rivera on DL and Mussina struggling, it was up to the offense to pick up the slack. Which they did in a big way.

Williams climbed up the Yankees' all-time lists by passing Don Mattingly in career homers, Tony Lazzeri in career hits, Mickey Mantle in career doubles and Reggie Jackson in consecutive times reaching base. Williams, who walked twice during his streak, reached base in 13 consecutive plate appearances in August, one more than Jackson did in 1978.

"I'm somewhat disappointed to have come so close. But it was a great run," Williams said after coming within one of the all-time record of 12 consecutive hits.

Meanwhile, Soriano was also chasing history. Having hit his 30th home run of the season on Aug. 17, it made him the only second baseman in major league history to hit at least 30 home runs and steal at least 30 bases in the same season.

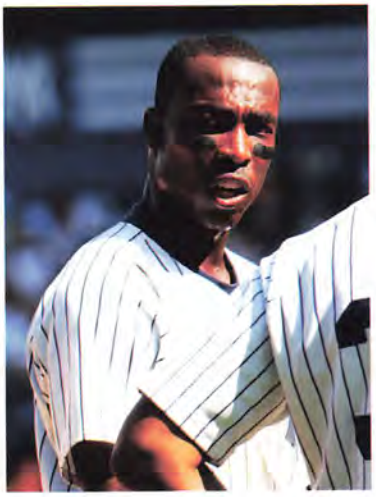
"I know I am the first second baseman to do it and I'm happy about that, but the season isn't over and I want to keep going," he said. "I'm happy now, but I don't have time to think about 30-30. I want to think about it when the season is over. I want to continue to play."

As the dog days of August came to an end, the Yanks looked ahead to the final month of the regular season. In the first week of September, the team closed out their 19-game season series with the Red Sox in impressive fashion, taking the rubber match, 3-1. The win boosted the Yankees' lead in the AL East to 8½ games, and gave New York 10 wins in 19 games against Boston for the season.

For the ninth straight year, the Yanks would be assured a postseason berth. The starting staff looked as strong as it had all year. Williams was batting .340 and looking to make a run at the AL batting title. Injured rookies Johnson and Juan Rivera were back in action, as was indomitable closer Rivera.

On Sept. 15, Giambi and Soriano both homered in a Yanks win over the White Sox, the 13th time the duo blasted one in the same game. Inevitable comparisons to the M&M boys of 1961—Mantle and Maris—were drawn. More amazing, however, was that Soriano was leading Giambi by one, 38-37.

"Here we are in the middle of September, and we have Giambi catching Soriano in home runs. That's something we never had a blueprint for," Torre said. "It's a nice competition. It puts a smile on the face of everyone in the dugout, especially when Sori does it. Not that we don't appreciate when Jason does it, but you expect it. To have Sori up there, nip and tuck with him, it's a lot of fun for us—and for Jason, too."



With two weeks left, Soriano needed only one more home run to become just the fourth player on history to reach the elusive 40-40 mark.

"Fans scream 40-40 all the time," Soriano said. "I try not to pay attention to it, because I may hear them talk about 40-40 and bring that to the plate, trying to hit homers." In the end, Soriano fell one home run shy, ending the year with 39 HRs and 41 stolen bases.

"ONE HUNDRED WINS IS SOMETHING YOU TAKE NOTICE OF. IT MEANS THAT YOU'VE HAD AN AIR OF CONSISTENCY, AND BEING CONSISTENT IS SO IMPORTANT WHEN YOU PLAY 162 GAMES."

—JOE TORRE

On Sept. 25, the 2002 Yankees, playing in their 100th season in franchise history, became the 13th Bomber team to hit the century mark in wins, defeating the Devil Rays, 4-3, at Yankee Stadium to improve their record to 100-58.

"One hundred wins is something you take notice of," said Torre. "It means that you've had an air of consistency, and being consistent is so important when you play 162 games."

"It's a lot," said Jeter. "Over my seven years, this is only the second time we've won 100 games, which shows how difficult it is to do."

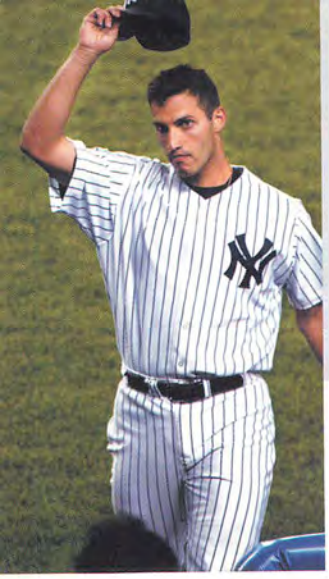
The team ended the season with a record of 103-59, the best record in the majors. With a healthy rotation, they drew the Anaheim Angels in the American League Division Series. The Yankees liked their chances, having won the season series, 4-3, over the Angels, splitting a four-game set in Anaheim and taking two-of-three at Yankee Stadium.

"There are a lot of things they bring to the table that when you look at it on paper, it doesn't knock you out," Torre said about the first-round competition. "But when you get on the field, they play really well as a unit. We have to make sure to pay attention to our P's and Q's and not open any cracks because they'll exploit it."

With Clemens pitching his heart out in Game 1 of the ALDS, the Yanks pulled another postseason miracle with the long ball as Williams' three-run home run capped a four-run eighth inning. New York downed Anaheim 8-5. The Bombers cracked four home runs in the game, continuing their season-long trend of home run magic.

"I've been swinging the bat pretty good for the last week or so, getting in a groove," Jeter said. "This is what you play for. The atmosphere is different. I can't explain it, it's just the postseason."

In Game 2, it looked as if the Yanks were again going to pull a little aura and mystique out of their hat. In the bottom of the sixth inning, with the Yanks



"WE'RE PROUD OF THIS TEAM AND THE 103-WIN SEASON, WHICH WAS THE BEST RECORD IN BASEBALL."

—GM BRIAN CASHMAN

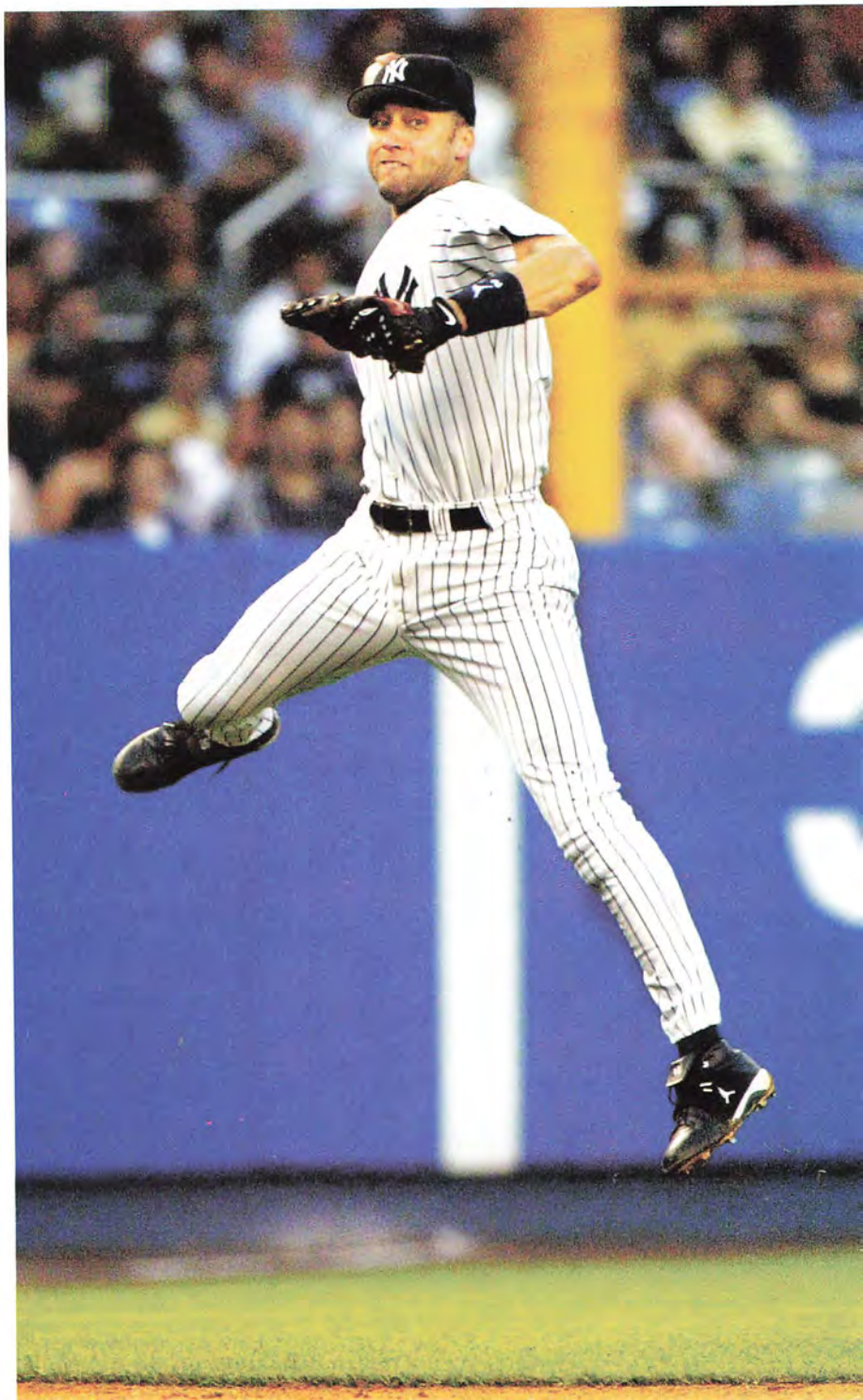
down 4-3, Soriano came to the plate and fell in a quick 0-2 hole with Rivera on second. On the next pitch, Soriano cracked one over the wall for a two-run shot that put the Yanks up by one. The home run marked Soriano's 40th home run of the year, if not the regular season. But with bases loaded in ninth, Anaheim closer Troy Percival struck out Jeter on a questionable called third strike, giving the Angels an 8-6 win to even the series.

The next two games in Anaheim were a washout for the Yanks, and for the first time in five years, the team failed to advance to the Championship Series.

"Sometimes in this game," David Wells, who ended the year with a record of 19-7 said, "the best gets beat. They were the best team."

"It's disappointing," agreed Pettitte, who finished with a record of 13-5, said. "When we put our team together in spring training, it's put together to win the World Series. That's our goal. It's not to get knocked out in the first round of the playoffs. I realize we have a few guys getting older, which is why they went out and got Jeff Weaver, but I think everybody probably has another year left in them."

Yankees general manager Brian Cashman summed up the year: "We're proud of the team and the 103-win season, which was the best record in baseball. That's not easy to do. We gave our fans a lot of special moments from March through September and one in October. We were looking for more than that, but I'm not going to say it's a failure. No one can look in the mirror and say they didn't give it their best shot."



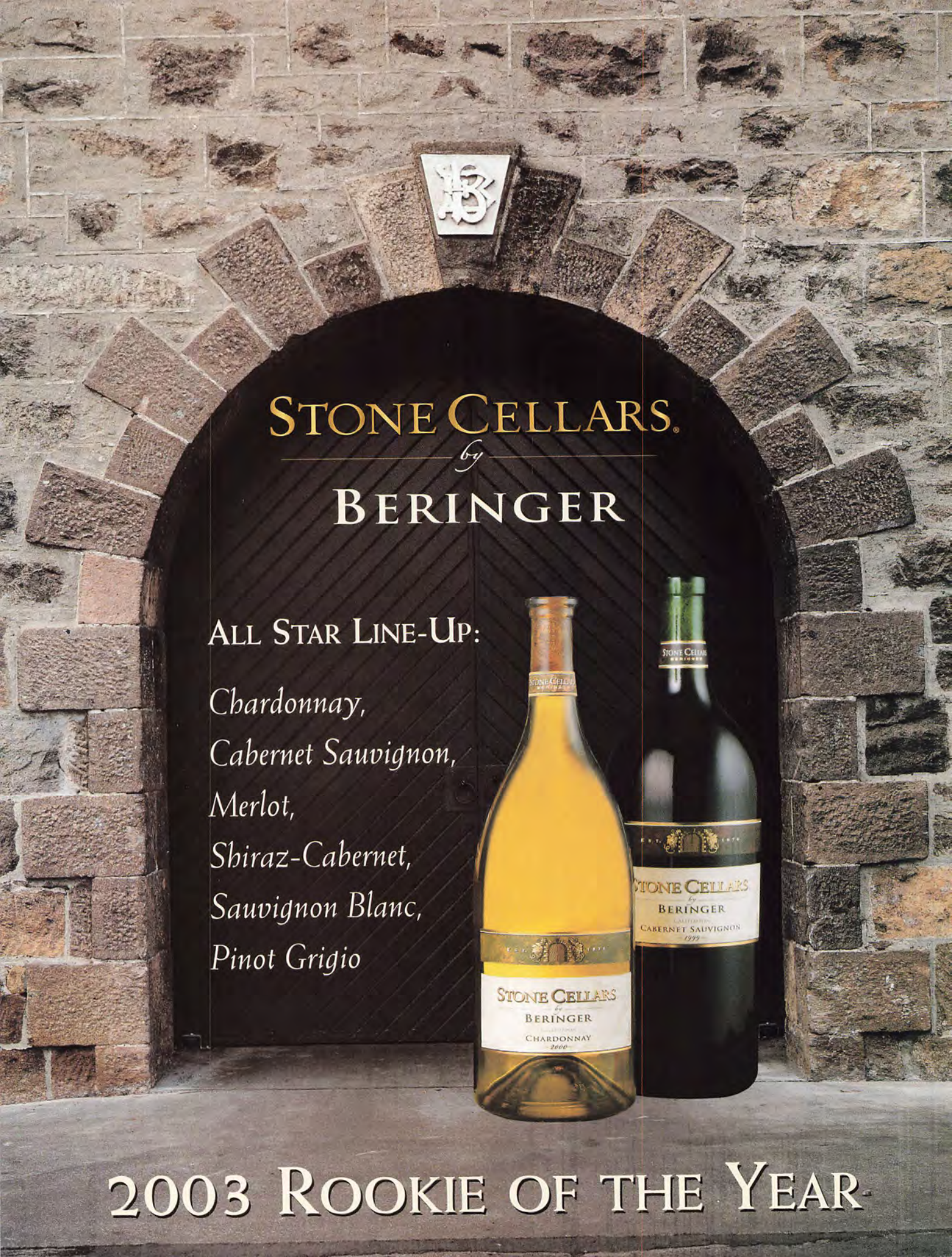
LEATHERWEAR

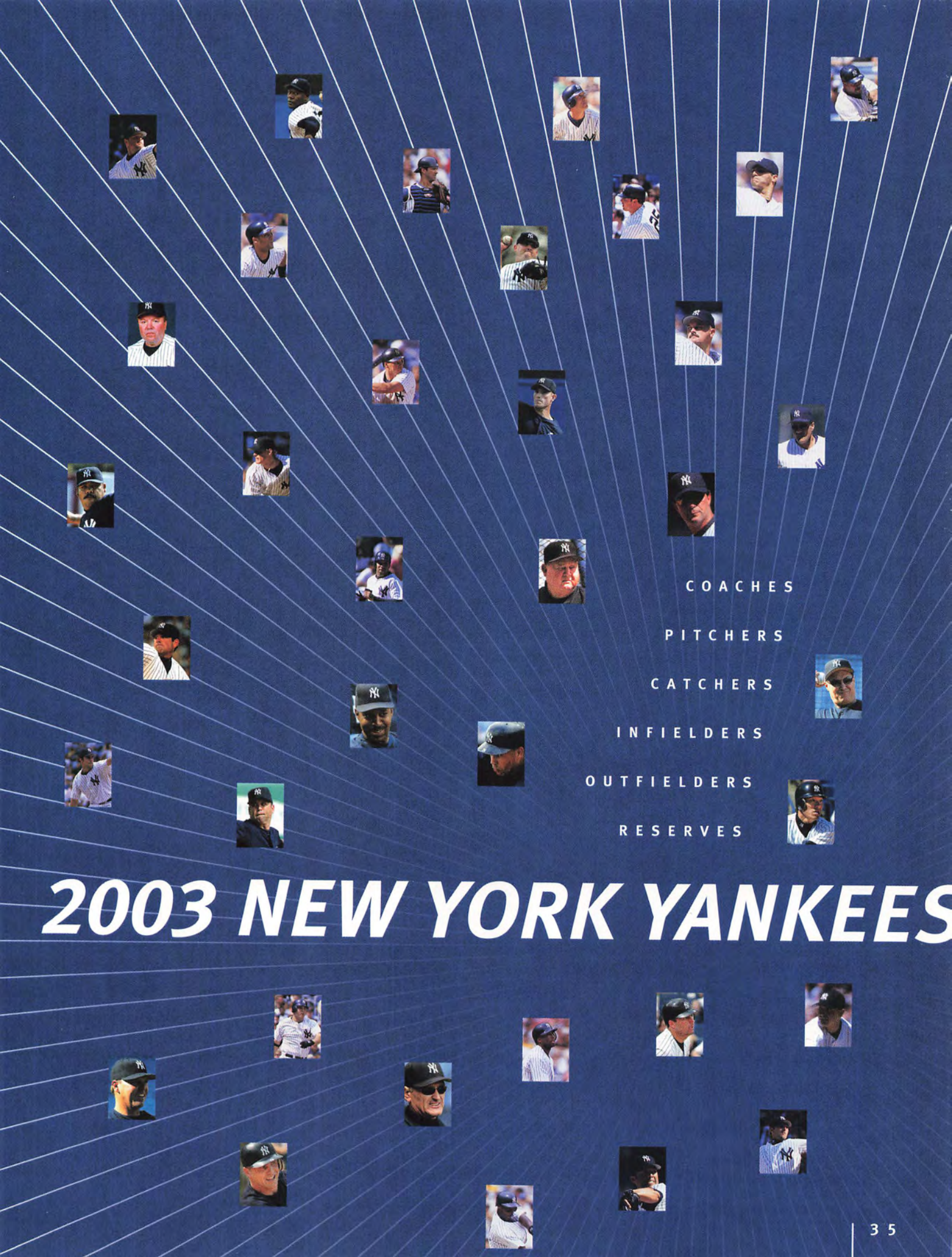
•DONALD J PLINER•

MADE ON THE STREETS OF ITALY

CHICAGO • HOUSTON • MIAMI • CORAL GABLES • SAN JOSE • OPENING 2003 BEVERLY HILLS

WWW.DONALDJPLINER.COM 1.888.307.1630


STONE CELLARS
by
BERINGER
ALL STAR LINE-UP:
Chardonnay,
Cabernet Sauvignon,
Merlot,
Shiraz-Cabernet,
Sauvignon Blanc,
Pinot Grigio
STONE CELLARS
BERINGER
CHARDONNAY
2000
STONE CELLARS
BERINGER
CABERNET SAUVIGNON
1999
2003 ROOKIE OF THE YEAR



COACHES

PITCHERS

CATCHERS

INFIELDERS

OUTFIELDERS

RESERVES

2003 NEW YORK YANKEES

2003 YANKEES PREVIEW

BY BOB KLAPISCH

The conversation in Joe Torre's office swerved wildly, from topic to topic, starting with his memories of his first world championship in the Bronx in 1996, to his days playing alongside Warren Spahn. The dialogue careened back to an offseason vacation in Hawaii. Leaning back in his chair, sifting through mail, answering an ever-chirping cell phone, Torre was in an early-February state of mind. That is to say, in the first week of spring training, the manager was actually relaxed.

As calm and good-natured as Torre is—and as willing as he is to talk about anything and everything—it's easy to forget just how heavy the manager's burden really is. Torre's mandate isn't just to win, but to conquer the baseball universe, extending the reach of the Yankees' empire into the new millennium.

To this, Torre just smiled, dismissing the pressure. "It's what's expected around here, and I knew that the day I took this job," he said. "I'm fine with it."

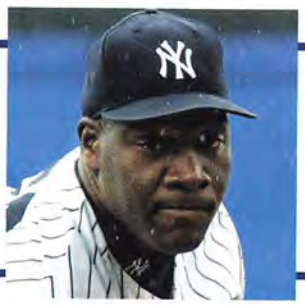
In other words, Torre is looking ahead and to ask him about the 2003 team means tapping into his limitless reservoir of optimism. The Yankees are deep and talented and battle-tested—all the ingredients that, in Torre's words, "has me feeling very good about how we stack up against the rest of the division."

Indeed, the Yankees remain the perennial favorites to capture the American League East for the sixth straight season, and with it, guaranteeing themselves another trip to October's promised land. But neither Torre nor general manager Brian Cashman is reckless enough to predict or guarantee another world championship—not after an abrupt ending to the 2002 season.

"We think we've put together a very, very competitive team on paper," Cashman said. "But beyond that, it's up to the players to perform."

The overview looks impressive enough, considering the Yankees added

THE YANKEES LOOK TO REGAIN THEIR TITLE AS BASEBALL'S BEST



Hideki Matsui, Japan's best hitter, and Jose Contreras, the Cuban refugee considered the international community's finest pitcher. The bullpen, almost entirely reconstructed, will come under close scrutiny, but as always, the Yankees core remains impenetrable, with Derek Jeter, Bernie Williams, Mariano Rivera, Alfonso Soriano and Jason Giambi.

It's that kind of talent-gap that leaves the rest of the AL in awe. As Boston's Johnny Damon said, "there's no doubt the Yankees do whatever it takes to keep themselves at the top. That's why it's such a challenge to play them, and why, if you can beat them, it's such a big thing."

Here's a blueprint of the 2003 Bombers and why Damon, the Red Sox and the rest of the AL still consider the Yankees as imposing as a laboratory monster.

STARTING PITCHING: Ever since his reign began in 1996, Torre has considered the Yankees as a pitching-first commodity. This year, despite the presence of Giambi and Matsui, is no different as the Bombers will still rely on that five-man rotation to act as their shield in the East.

Once again, Roger Clemens is the staff's spiritual and symbolic leader. It's not just the Hall of Fame credentials that endear the Rocket to the club officials, nor is it the 293 career victories he'd totaled going into the 2003 season. It's the relentless work ethic that makes Clemens look and feel younger than his 40 years, and allows his fastball to continue to sizzle in the mid-90s.

Andy Pettitte was smiling but not kidding when he called Clemens "a freak of nature." The Rocket believes he could actually keep playing at this level "for another four-five years" if he was so inclined, but has told teammates this is his final season. That point, he said, is non-negotiable.

"I owe it to the people who've supported me all these years to give something back," Clemens said, meaning Plan B in life will be spent as a full-time father and husband. Still, the Rocket promises to do more in 2003 than simply say goodbye to America. He intends to view the summer with tunnel-vision, without nostalgia or ceremony, with the singular goal of "winning another World Series."

"That's why I came back [to the Yankees]," Clemens said, referring to last winter's free agency. "I had chance to sign with other teams; there were some nice offers out there. But I wanted one more chance to win here. This is where I wanted to finish my career."

Clemens will anchor a staff that will otherwise rely on several key factors for it success. First, there's Mike Mussina's knuckle-curveball, arguably the most unhittable pitch in the AL when it's working right. Mussina has won 35 games in two years with the Yankees, and his 18 victories last summer represented the second-highest single-season total of his career.

The second critical factor is Pettitte's cut-fastball, which breaks so late in the strike zone, it literally devours righthanded hitters. That's one reason why Pettitte allowed just one home run for every 100 at-bats against righties last year, and why he posted a 3.27 ERA, the second lowest of his career.

The Yankees are counting on David Wells, coming off a 19-win season, to keep defying the aging process just like Clemens. And they'll be paying close attention to two other experiments, namely Contreras and Jeff Weaver.

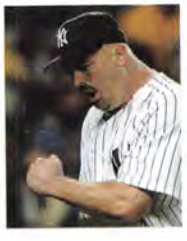
One of those two righties is headed for the bullpen, and Torre made it clear, even as far back as February, he wouldn't make a decision until the final hours before opening day. "I'm going to take all the time I need to watch and learn," the manager said.

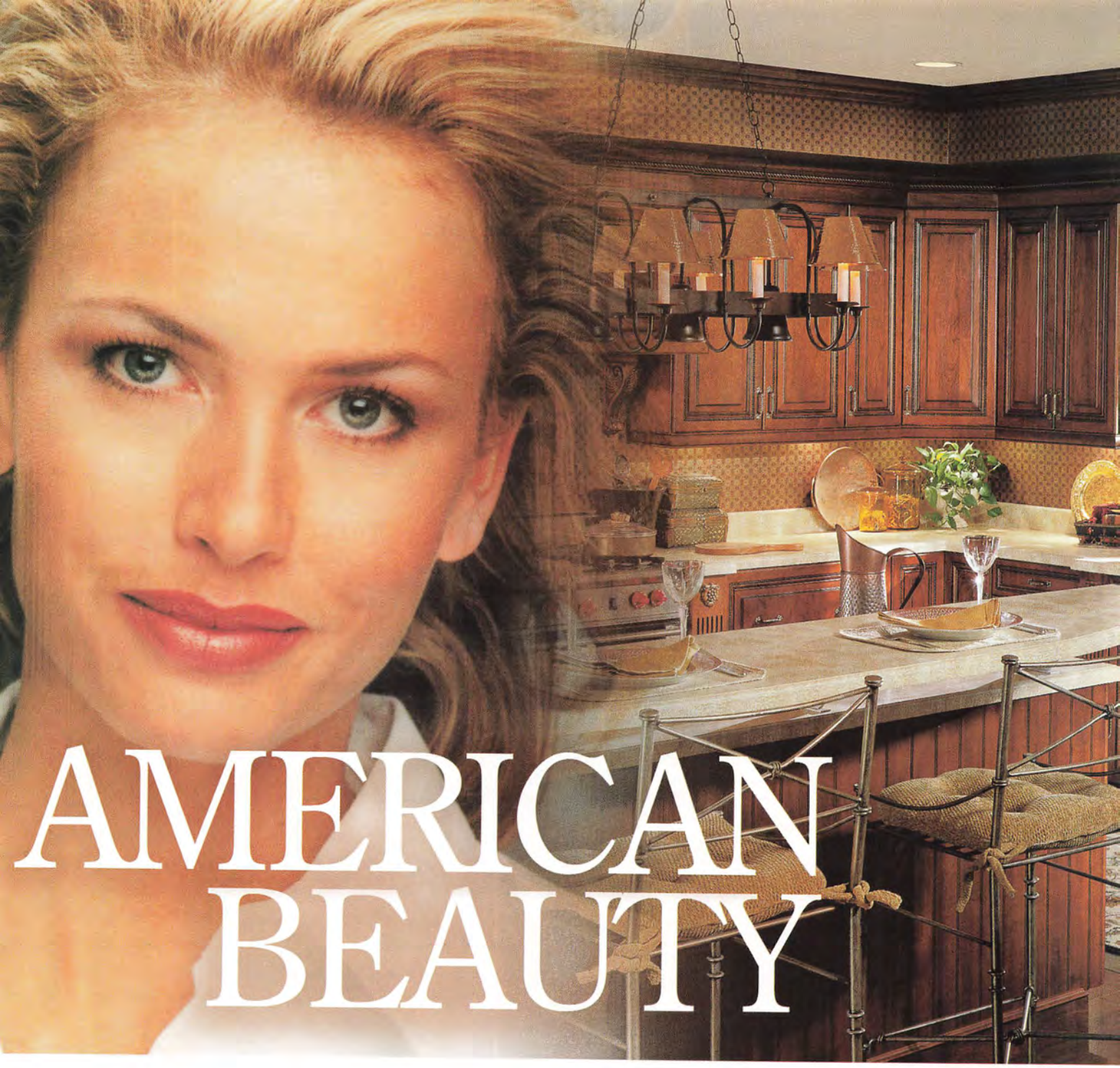
He already knows how devastating Weaver's sinking, two-seam fastball can be. It's the reason why the Yankees acquired him from the Tigers (via the A's) in a multiple-team swap in 2002. In fact, AL scouts say Weaver is so young (26) and so talented (he's consistently clocked between 94-96 mph) he'll likely be the Yankees' ace for the next decade.

But what about Contreras? After all, the hard-throwing ace reached near-legendary status as a member of Cuba's national team in the 1990s. The righthander was courted by the Red Sox, Dodgers and Mariners, all of them having flown to Nicaragua—where Contreras had taken up temporary residence this winter—to initiate a sales pitch. Contreras was in a free-agent's nirvana, and could've stretched the negotiations along for days, even weeks. Yet he chose the Yankees in less than 24 hours.

Needless to say, the Bombers were overjoyed, having realized years ago Contreras was talented enough to overpower major league hitters. That was evidenced by his 10-strikeout performance against the Orioles in an exhibition game against the Cuban national team in 1999.

It wasn't long after the Yankees started seriously following Contreras' career—especially after the 2000 Olympics in Australia when Contreras devastated the Italian national team—that team vice president Gordon Blakeley received the following message from scout Lin Garrett, who was in Sydney: "If Contreras ever becomes available, get him."





There's more to this American Beauty than meets the eye.

Take a closer look at this classic American inspired cabinetry. You'll discover designer styling, precision construction, custom options and full access convenience—a true American Beauty, made with a blend of modern technology and good old American craftsmanship.

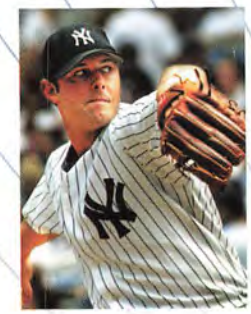
Great kitchens for great American homes. For more information about LesCare and fine LesCare cabinetry, or to find a dealer location near you, visit us at www.lescare.com or call 800.811.9390.

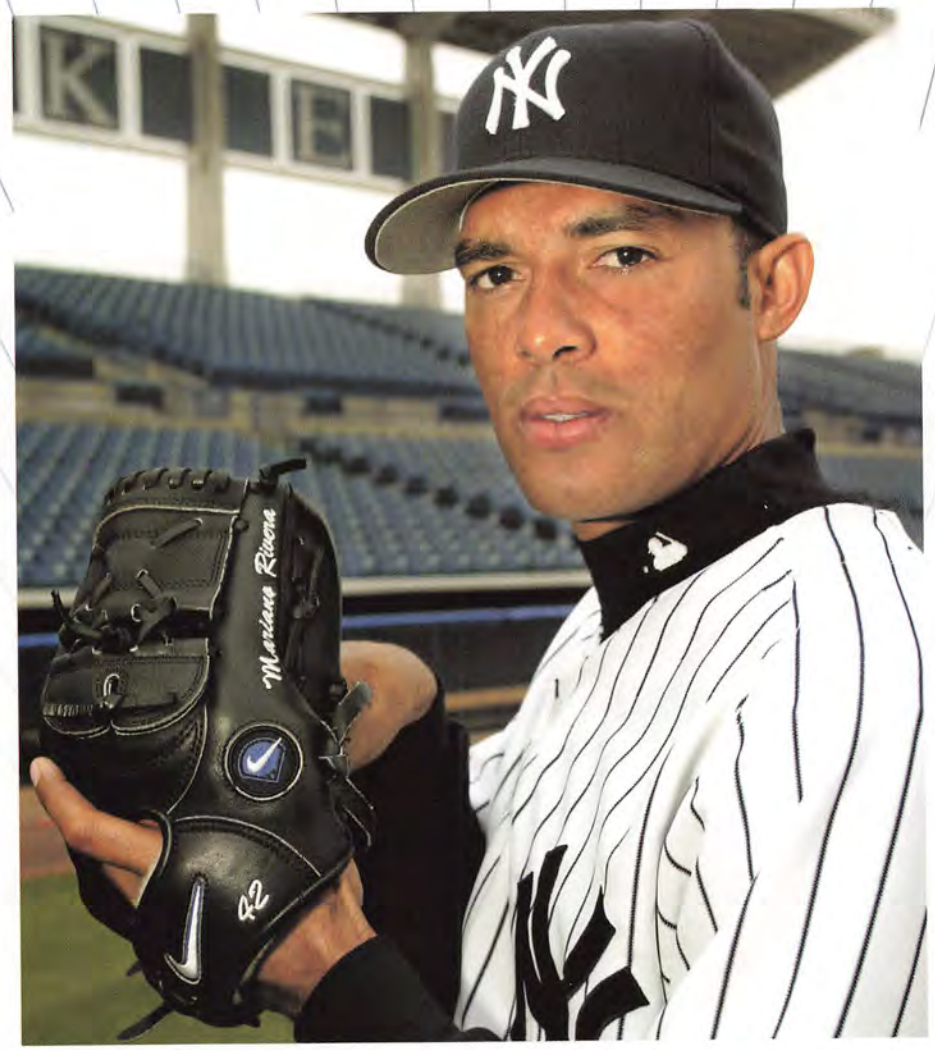
LesCare® Kitchens, Inc.

American Inspired Cabinetry™

Model Photo by Ric Daunis

RELIEF PITCHERS





RELIEF PITCHING: The equation begins and ends with one man, one arm and one irrefutable fact. As Mariano Rivera goes, so go the Yankees.

The closer has been their single greatest asset in the six years since he inherited the job from John Wetteland. Ever since then, Rivera has allowed Joe Torre to manage as if the ninth inning was his. Which it has been. Last summer, however, the Yankees discovered just how reliant they are on Rivera, after he was disabled on three separate occasions.

The most significant of Rivera's injuries was a mysterious strain of his right shoulder, which required a cortisone shot on July 25. To say the Yankees were shaken is an understatement, but Rivera insisted that after a long winter of strenuous rehab, "my arm feels stronger now than it ever has. I'm fine. I don't feel any pain there anymore."

Rivera's full recovery isn't just integral to the Yankees' hopes in 2003, it's an iron necessity. That's one reason Torre used Rivera so cautiously during spring training, while the manager took a closer look at the unfamiliar bullpen. With Mike Stanton and Ramiro Mendoza gone, and Steve Karsay recovering from off-season back surgery, the Yankees were leaning on newcomers like Antonio Osuna and Juan Acevedo, as well as incumbent Randy Choate.

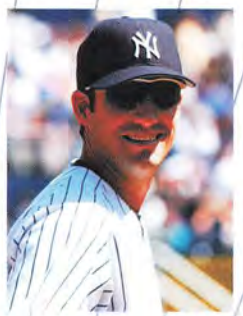
Actually, the Yankee bullpen will benefit from the overflow of starting pitchers, with Sterling Hitchcock likely to end up in middle relief when he's not being used as a sixth starter. And depending on who serves as the fifth starter, Weaver or Contreras, the other will bolster the relief corps.

Still, all the rearranging doesn't diminish the Yankees' reliance on Rivera, the greatest closer of this generation and, perhaps, of all time. Torre said, "Mo's been doing it for so long, you almost take it for granted that he's going to be there. If anything, him getting injured last year makes us appreciate him that much more."

There's no tiring of the pure magic of Rivera's delivery—the easy wind-up, the way his right arm forms a perfect "L" as he's delivering the ball and the follow-through that belongs in an instructional manual. What can't be replicated, however, is the last-second explosion of Rivera's fastball, darting away from a righthanded hitter as if it'd been caught by a gale wind.

That's why Rivera is already the Yankees' all-time save leader, with 243, with plenty more to come. Rivera wants to play, "at least four-five more years before I want to retire." That's good news for the Yankees, and a depressing reminder to the rest of the AL that ninth-inning leads will bear this stamp:

Property of Mariano Rivera.



INFIELD: Jason Giambi doesn't care to recall exact times and dates, only that it took him "about a month" into the 2002 season to finish his Yankees orientation. From his previous life with the A's—from left coast to the Bronx, from a laid-back landscape to the big leagues' most intense baseball culture—Giambi did, indeed, need time to digest the pinstriped reality.

Giambi's first four weeks represented a struggle of sorts: he batted .282, and hit just four home runs in 103 at-bats. But soon after, Giambi gave the Yankees an in-the-flesh demonstration of how he won the AL's Most Valuable Player award in 2000, hitting .340 in May with 10 homers in 106 at-bats. Giambi finished the season with 41 HR and 123 RBI, combining with Alfonso Soriano to give the Yankees a devastating left-right power combination.

Soriano said he has no regrets about his late-September home run drought, which left him stuck at 39 for the season. Instead, the second baseman says he's looking forward to an even more productive 2003.

"My goal this year is to walk more and strike out less," Soriano said. "I want to be a better player. I want to keep improving."

Granted, his strikeout-to-walk ratio was unbalanced—almost 8-to-1—but the Yankees were willing to pay the surcharge, considering Soriano, who was only 24 last year, batted .300 with 102 RBI and led the AL in stolen bases (41) and runs (128).

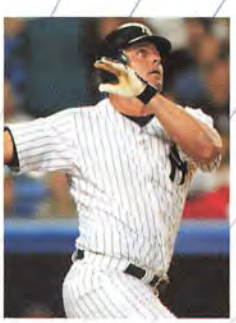
Still, the battle for year-to-year consistency isn't just for the youngest players. It's waged everywhere, by everyone, even Derek Jeter, who admitted he wasn't entirely pleased with a .297 average last year, the first time he'd slipped under .300 since 1997.

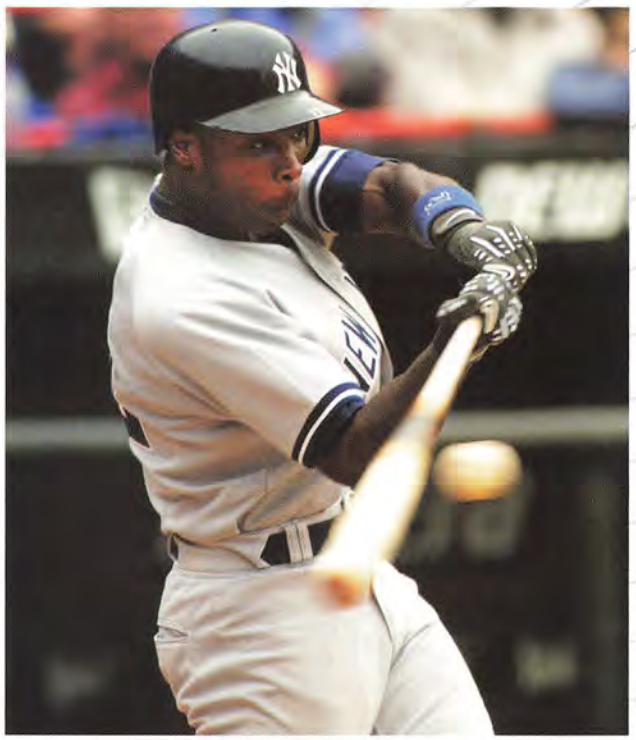
Nevertheless, Jeter retains a broader focus. As he told Newsday during spring training, "the main thing is to win. The way I look at it, if somebody's at second base and I'm supposed to get him over to third and help us score a run and win, I'll do it. I'd love to hit a home run in that situation, but that's not what I'm doing. Sometimes you have to sacrifice yourself to help the team win."

Actually, sacrifice comes in many forms—both on and off the field. Robin Ventura is at third base today precisely because he resisted the urge to broadly test free agency last winter. After four years with the Mets, it took Ventura just one season in pinstripes to develop an unbreakable bond.

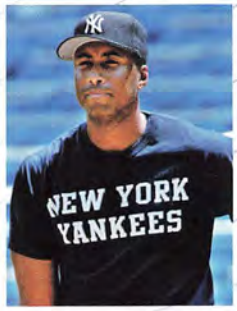
At 37, Ventura realized he's acting as a human bridge to Drew Henson's eventual coronation as the everyday third baseman. But for the sake of one more summer—and perhaps one last summer—Ventura wasn't interested in extending his career elsewhere.

"Right here," was what Ventura said about his loyalty, and where it rested.





"MY GOAL THIS YEAR IS TO WALK MORE AND STRIKE OUT LESS. I WANT TO BE A BETTER PLAYER. I WANT TO KEEP IMPROVING."
—ALFONSO SORIANO



OUTFIELD: The world holds its breath, asking as one: Just how many home runs can Hideki Matsui, Japan's greatest home run threat, actually hit in the major leagues? No one is predicting 50, the amount he hit last year for the Yomiuri Giants. But Cashman said, "With the way our ballpark is designed, it's fair to say he'll hit 25-30."

From the very first batting practice session in Tampa, the Yankees understood why Japanese fans nicknamed Matsui "Godzilla." His swing was powerful, but surprisingly quick. "That told me he doesn't make very many mistakes." Torre said. "I definitely liked what I saw."

Just about everyone else was watching, too—literally, the world. Nearly 100 Japanese reporters and camera crews were broadcasting every line drive Matsui hit, even in BP. The army of newsmen grew so thick during camp, the Yankees had to construct a separate interview facility for Matsui, who conducted his Q-and-A's in two sessions—first for the English-speaking press, followed by one for Japanese reporters.

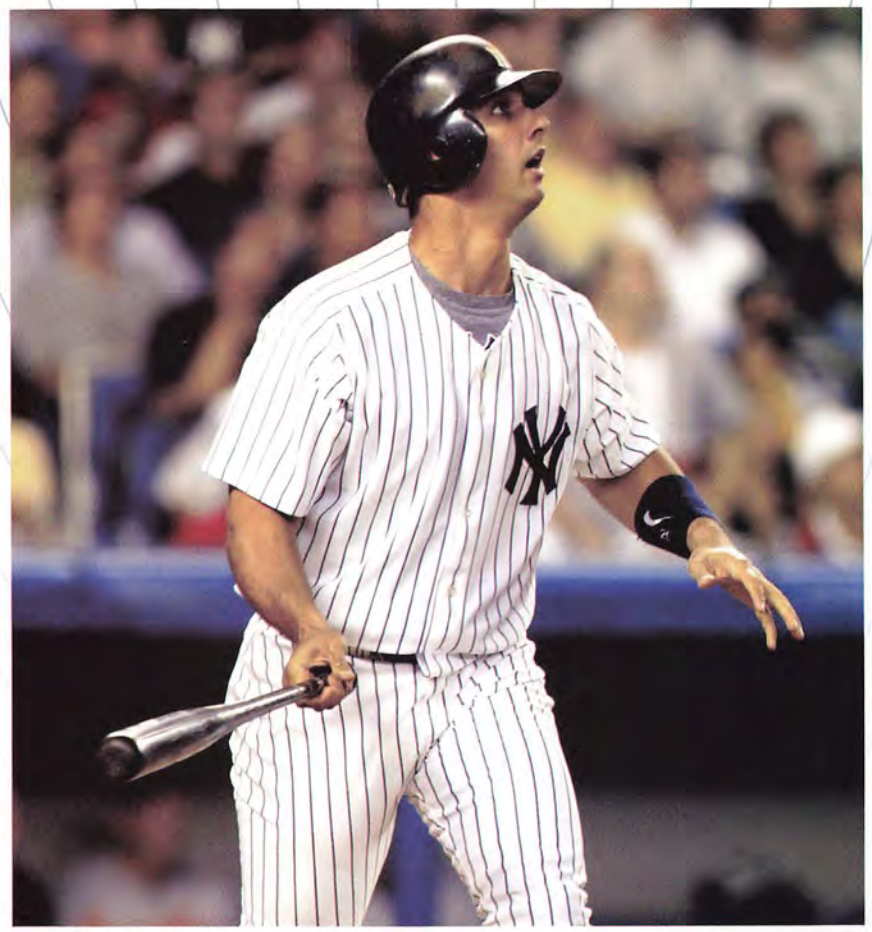
The Yankees shook their head in awe, noting how composed and patient Matsui was in the tidal wave of questions. But as Bernie Williams said, "I don't mind this at all."

In a sense, Matsui made life easier for the rest of his teammates, absorbing the attention, letting it cover him like a second skin. And if it meant Williams flying beneath the public's radar, he hardly seems to mind. Instead, the centerfielder continues to churn out .300-plus seasons as if he was taking extended batting practice. Williams, who finished third in the AL last year with a .333 average, has hit .305 or better every year since 1994.

JUST HOW MANY HOME RUNS CAN HIDEKI MATSUI, JAPAN'S GREATEST HOME RUN THREAT, ACTUALLY HIT IN THE MAJOR LEAGUES?

Ever see a grown man cry?
Crown Royal
Fine De Luxe
Blended Canadian Whisky
A PRODUCT OF
Joseph E. Seagram & Sons Limited
WATERLOO • ONTARIO • CANADA
750 ML • ALC 40% BY VOL (80 PROOF)
Enjoy our quality responsibly • Visit crownroyal.com
CROWN ROYAL • IMPORTED IN THE BOTTLE • BLENDED CANADIAN WHISKY • 40% ALCOHOL BY VOLUME (80 PROOF) • ©2001 JOSEPH E. SEAGRAM & SONS, NEW YORK, NY

CATCHER



CATCHER: Jorge Posada remains one of baseball's most precious commodities—a switch-hitting catcher capable of hitting home runs. Many of them. One AL executive called Posada, "one of the Yankees' best-kept secrets" because so much attention is rightfully focused on Clemens and Rivera, Jeter, Soriano and Giambi.

But Posada gives the Yankees offense a critical second layer, having added 20 home runs and 99 RBI last year. And he's at his best under pressure, having batted .310 with runners in scoring position. And even though Posada was a more dangerous power hitter from the left side, swatting 15 of his 20 home runs, he was actually more productive from the right side, batting .326 as opposed to .247 as a lefty.

What's it all mean? Put it this way: Posada played in 143 games last year, which is another way of saying the Yankees literally couldn't live without him.

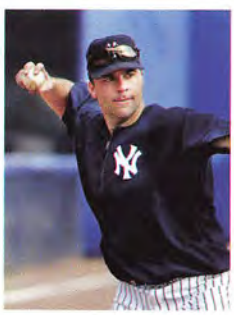
POSADA PLAYED IN 143 GAMES LAST YEAR, WHICH IS ANOTHER WAY OF SAYING THE YANKEES LITERALLY COULDN'T LIVE WITHOUT HIM.

DESIGNATED HITTER/BENCH: Choices, choices. Torre intends to spend the summer rotating Giambi, Nick Johnson and Todd Zeile between first base and designated hitter, depending on the schedule, opposing pitcher and what Torre likes to call simple "feel."

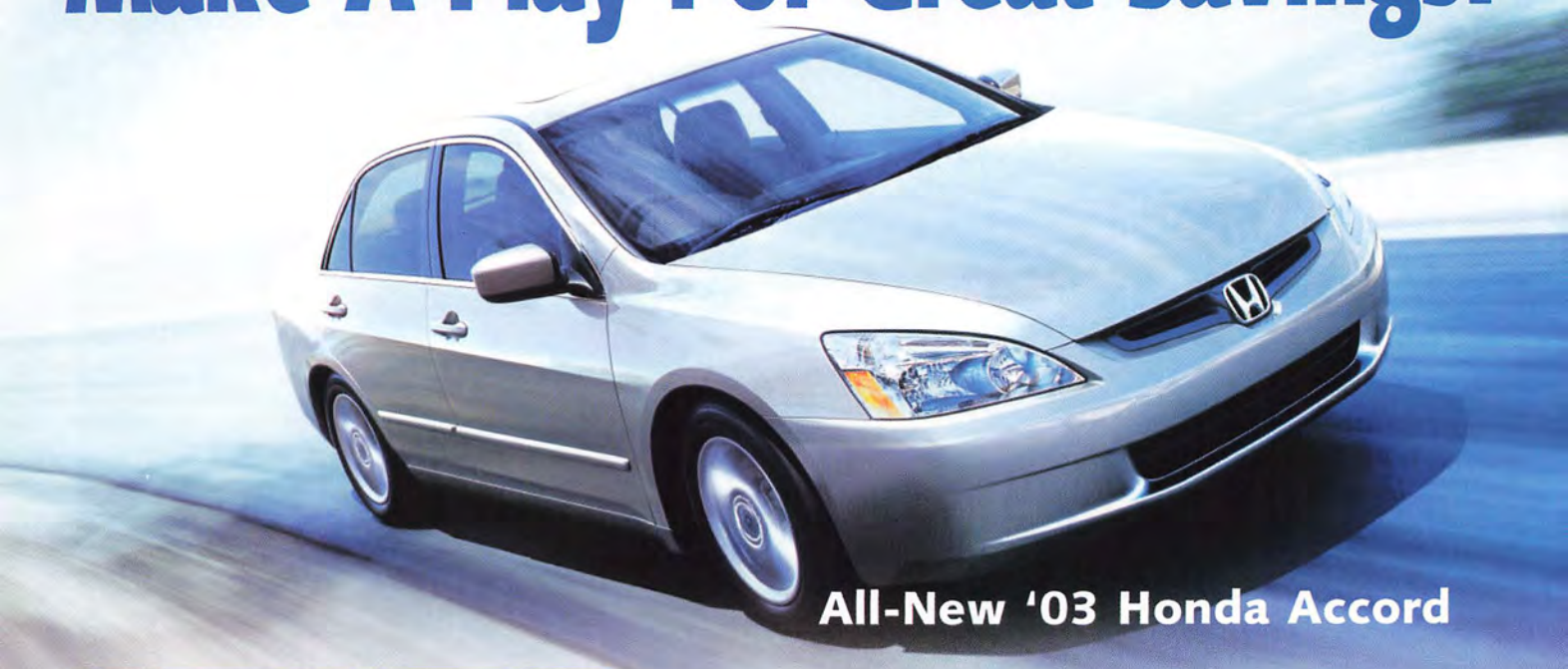
In any prism, the Yankees appear strong, since Johnson hit 15 home runs in his first full season in the big leagues, and has hardly even tapped what scouts say is a huge vault of hitting skill. Johnson will likely get most of his at-bats as a DH, although Zeile, who signed with the Yankees as a free agent last winter, gives Torre a solid backup at third base, as well, having played there earlier in his career with the Cardinals.

Towards the end of spring training, the Yankees re-arranged their bench by trading Rondell White to the Padres for Bubba Trammell, a career .263 hitter who's played with six clubs in seven seasons. He hit .244 with 17 home runs and 56 RBI last year and had career-highs of .290, 25 and 92 in 2001.

"If anyone told you they didn't want to play, they'd be foolish," Trammell said of his reserve role. "But I'll do whatever I can to help this team."



Make A Play For Great Savings!



GREENWICH HONDA A Car Ahead

289 Mason Street
Greenwich, CT

203-622-0600
www.hondagreenwich.com

NORWALK HYUNDAI

192 Westport Ave,
Norwalk, CT

203-846-8810

DON'T STRIKE OUT!

2003 Eclipse

The Deals At Greenwich Mitsubishi Will Always Make You A Winner!

MITSUBISHI

GREENWICH MITSUBISHI

294 Mason Street
Greenwich, CT

203-622-0606

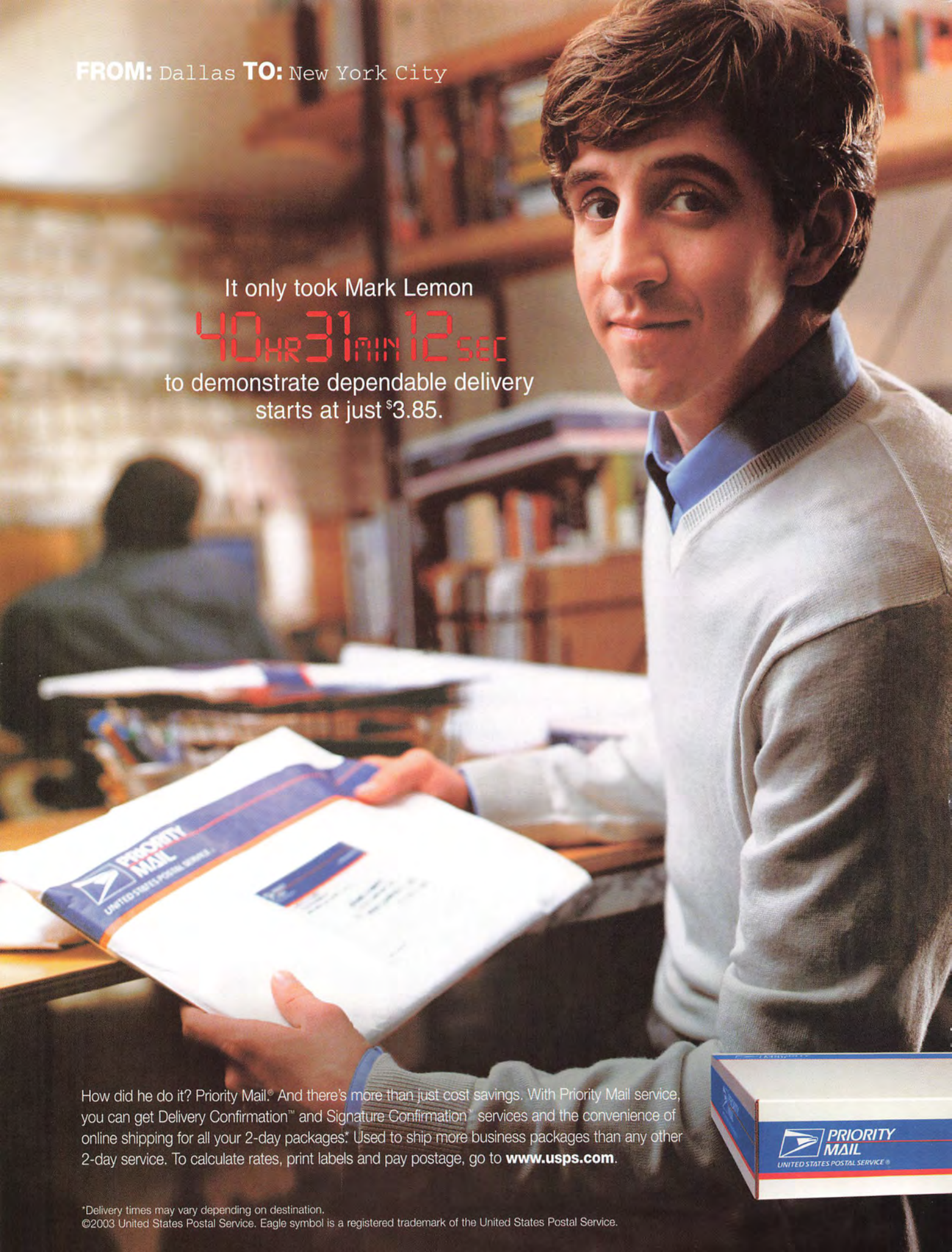
MOUNT KISCO
HONDA
www.mtkiscohonda.com

700 Bedford Road
Bedford Hills, NY
914-666-0030

Winning Deals

ACURA
Acura of Bedford Hills

531 Bedford Rd.
Bedford Hills, NY
(914) 666-2120
www.acurabedfordhills.com


FROM: Dallas TO: New York City
It only took Mark Lemon
40 HR 31 MIN 12 SEC
to demonstrate dependable delivery
starts at just $3.85.
How did he do it? Priority Mail.® And there's more than just cost savings. With Priority Mail service, you can get Delivery Confirmation™ and Signature Confirmation™ services and the convenience of online shipping for all your 2-day packages.* Used to ship more business packages than any other 2-day service. To calculate rates, print labels and pay postage, go to www.usps.com.
PRIORITY MAIL
UNITED STATES POSTAL SERVICE®
*Delivery times may vary depending on destination.
©2003 United States Postal Service. Eagle symbol is a registered trademark of the United States Postal Service.

New York Yankees FAN CLUB

CENTENNIAL PACKAGE $26

Welcome Letter from the New York Yankees
Exclusive 100th Anniversary Team Calendar
5 Major League Baseball Trading cards
Official Membership Card
Birthday Card from the Yankees
4 issues of *Yankees Magazine*
adidas lanyard
2003 Team Photo
Special ticket discounts
10% discount at all participating Modell's Sporting Goods stores
Modell's Sporting Goods magnetic picture frame
Hebrew National 100th Anniversary Commemorative Coin
100th Anniversary t-shirt (Youth XL or Adult XL)
10% discount at Yankees Clubhouse Stores

FOR FANS OF ALL AGES

Half-Price Tickets: Ticket Voucher valid for half-price discount on a maximum of four (4) tickets for one (1) regular season home game, excluding all Premium Games. The term "Premium Games" is defined as the Opening Day game, the Old-Timers' Day game, and all games played against the following teams: (I) Boston Red Sox; (ii) Seattle Mariners; (iii) Oakland Athletics and (iv) all National League opponents. TICKET VOUCHERS MAY ONLY BE REDEEMED AT THE ADVANCED TICKET WINDOWS OR DESIGNATED SALES BOOTHS IN ADVANCE OR ON THE DAY OF THE EVENT(i.e., mail orders will not be accepted). This offer is not valid for previously purchased tickets, and is subject to availability. Ticket Vouchers may not be used in conjunction with any other discount ticket offer.

$2.00 Off Ticket Offer: Fan Club members presenting their official Fan Club ID card will receive a $2.00 discount on a maximum of four (4) tickets for any regular season home game, excluding all Premium Games. The term "Premium Games" is defined as the Opening Day game, the Old-Timers' Day game, and all games played against the following teams: (i) Boston Red Sox; (ii) Seattle Mariners; (iii) Oakland Athletics and (iv) all National League opponents. TICKET VOUCHERS MAY ONLY BE REDEEMED AT THE ADVANCED TICKET WINDOWS OR DESIGNATED SALES BOOTHS IN ADVANCE OR ON THE DAY OF THE EVENT(i.e., mail orders will not be accepted). This offer is not valid for previously purchased tickets, and is subject to availability. Ticket Vouchers may not be used in conjunction with any other discount ticket offer.

CLIP THIS FORM AND MAIL WITH PAYMENT TO:
NEW YORK YANKEES FAN CLUB
GPO BOX 5054, NY, NY 10087-5054

CODE:NYYYYEARBOOK03

First Member Name _____
(print clearly)
Street _____ Apt # _____
City _____ State ____ Zip _____
Birthday ____/____/_____ Phone ( ) _____
Favorite Player _____
Gift From _____
Member's e-mail (optional) _____
Parent's e-mail (optional) _____

Parent's Signature _____

Second Member Name _____
(print clearly)
Street _____ Apt # _____
City _____ State ____ Zip _____
Birthday ____/____/_____ Phone ( ) _____
Favorite Player _____
Gift From _____
Member's e-mail (optional) _____
Parent's e-mail (optional) _____

Parent's Signature _____

ANY QUESTIONS?
CALL FAN CLUB HOTLINE AT:
1-800-GO-YANKS
OR VISIT US AT
WWW.YANKEES.COM

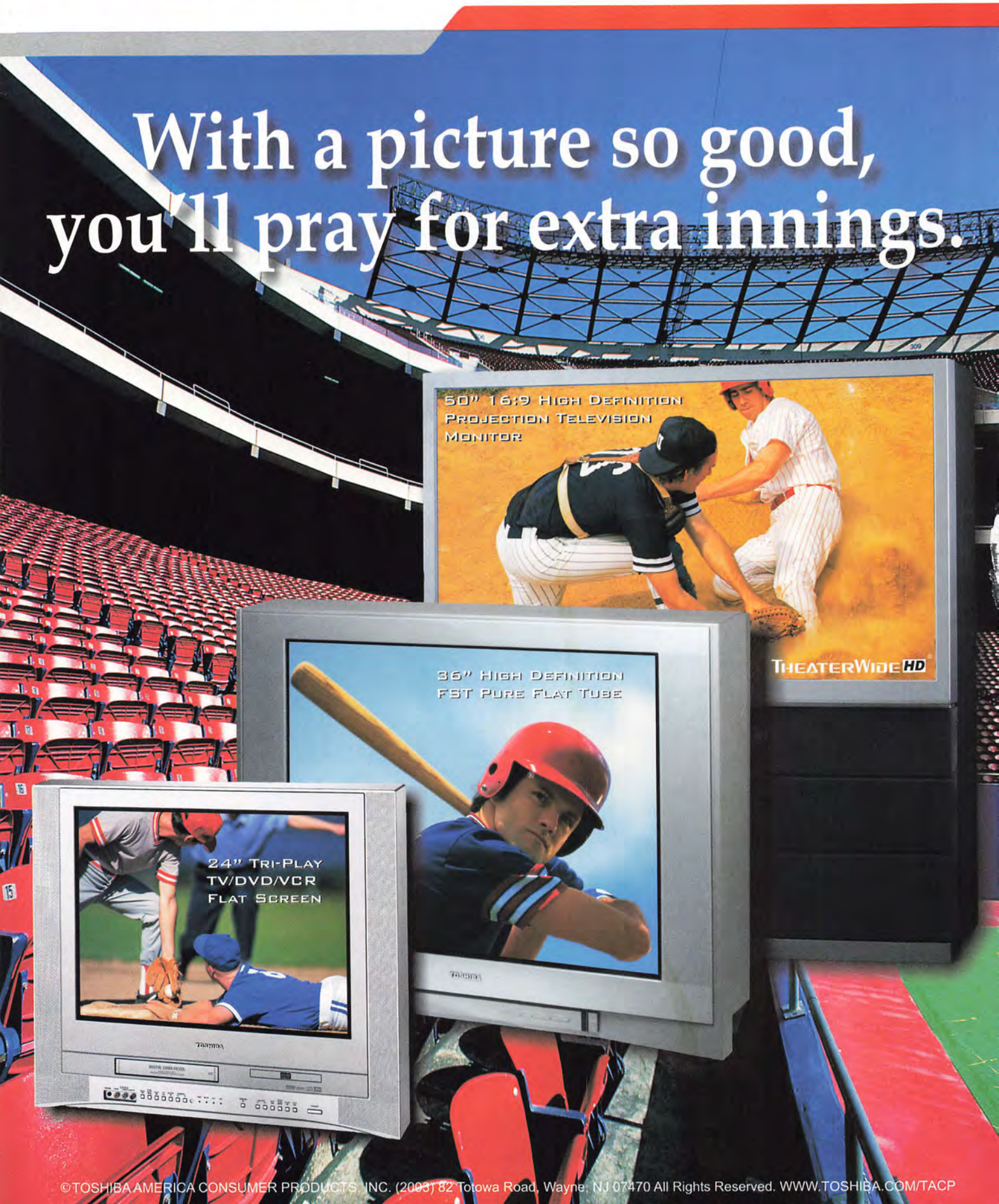
adidas MODELL'S Gotta Go To Mo's HEBREW NATIONAL

Make checks/money orders payable to "New York Yankees Fan Club" (US funds only). Member Fees are for US only. Canadian and overseas members add $20 per order. Please allow 6-8 weeks for delivery. Memberships are valid for one year from the date your package is shipped.

VISA It's Everywhere You Want To Be.

TOSHIBA

With a picture so good, you'll pray for extra innings.



©TOSHIBA AMERICA CONSUMER PRODUCTS, INC. (2003) 82 Totowa Road, Wayne, NJ 07470 All Rights Reserved. WWW.TOSHIBA.COM/TACP

JOE TORRE

DON ZIMMER

LEE MAZZILLI

WILLIE RANDOLPH

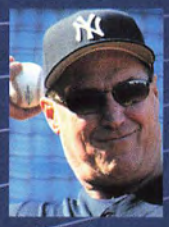
MEL STOTTLEMYRE

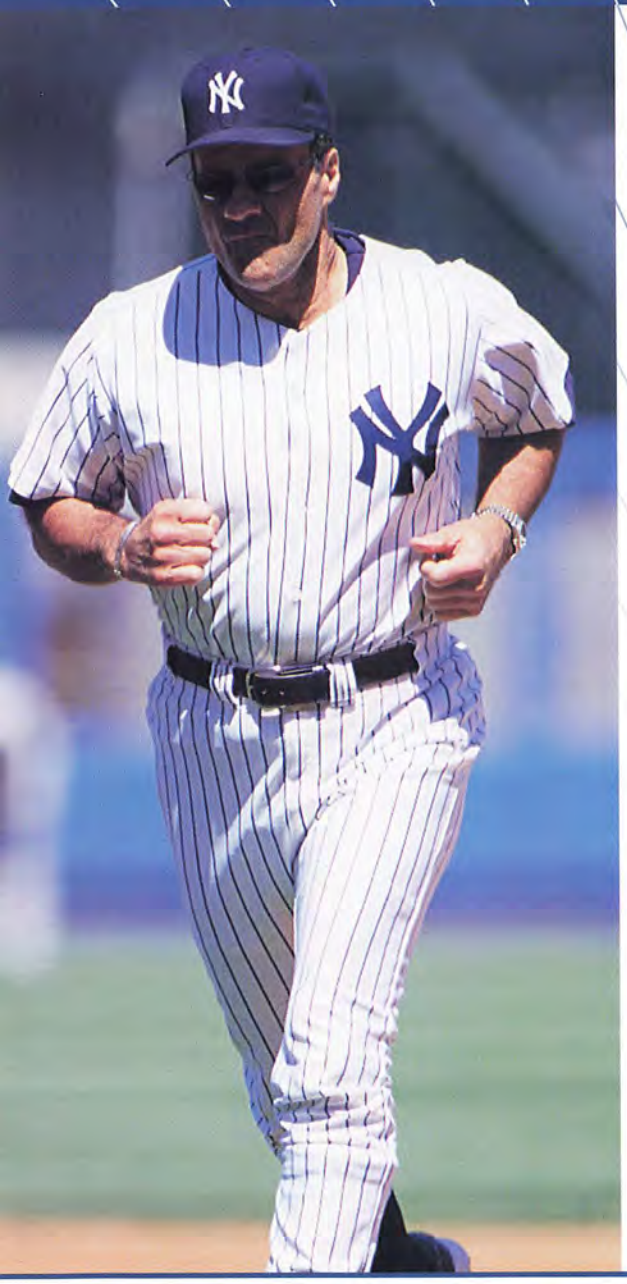
RICK DOWN

RICH MONTELEONE

GARY TUCK

COACHES





JOE TORRE 6
MANAGER

In 2002, Joe Torre completed his seventh season as the skipper of the New York Yankees, becoming the first manager ever to lead the Bombers to seven straight postseason appearances. Torre surpassed legendary Yankees skipper Casey Stengel, who managed five straight (1949–53).

Guiding his team to the postseason every year of his tenure, Torre is the driving force in the Yankees' success over the past seven years. Despite his personal struggle with cancer in '99, and the illness of his brother Frank in '96, Torre has led the Yankees to four world championships during his time at the Yankees' helm.

A Brooklynite, Torre is the only native New Yorker to manage the Yankees. He joined the Bombers after 14 years of managerial experience spent between the Mets, Braves and Cardinals. As a player for each of those teams, Torre was a just-miss Hall of Famer, totaling a career batting average of .297 with 252 home runs and 1,185 RBI. A nine-time All-Star catcher, Torre was the National League's Most Valuable Player in 1971 and stands in the record books as the player to hit the first-ever home run at Atlanta's Fulton County Stadium in 1966.

The Yankees turned out to be the perfect fit for his managerial style. Last year, Torre guided the Yankees to 103 victories, which improved the skipper's career record to 1,579-1,448 and his Yankees record to 685-444, allowing him to become only the fifth manager in Yankees history to win at least 600 games.

Before donning pinstripes, Torre's managerial record was 109 games below .500, but on Aug. 11, 1998, he evened his career record and now stands 131 games above the .500 plateau. Torre recorded his 1,572nd career victory last year on Sept. 20 at Detroit, surpassing Dick Williams for sole possession of 16th place on the all-time list.

Garnered with the utmost respect from his players and coaches, Torre has become a boon for the Bombers during his time in New York. Armed with a new pitching staff, a combination of fresh faces and seasoned veterans in the lineup, Torre looks to guide his Yankees to the postseason in 2003, making it eight years in a row.

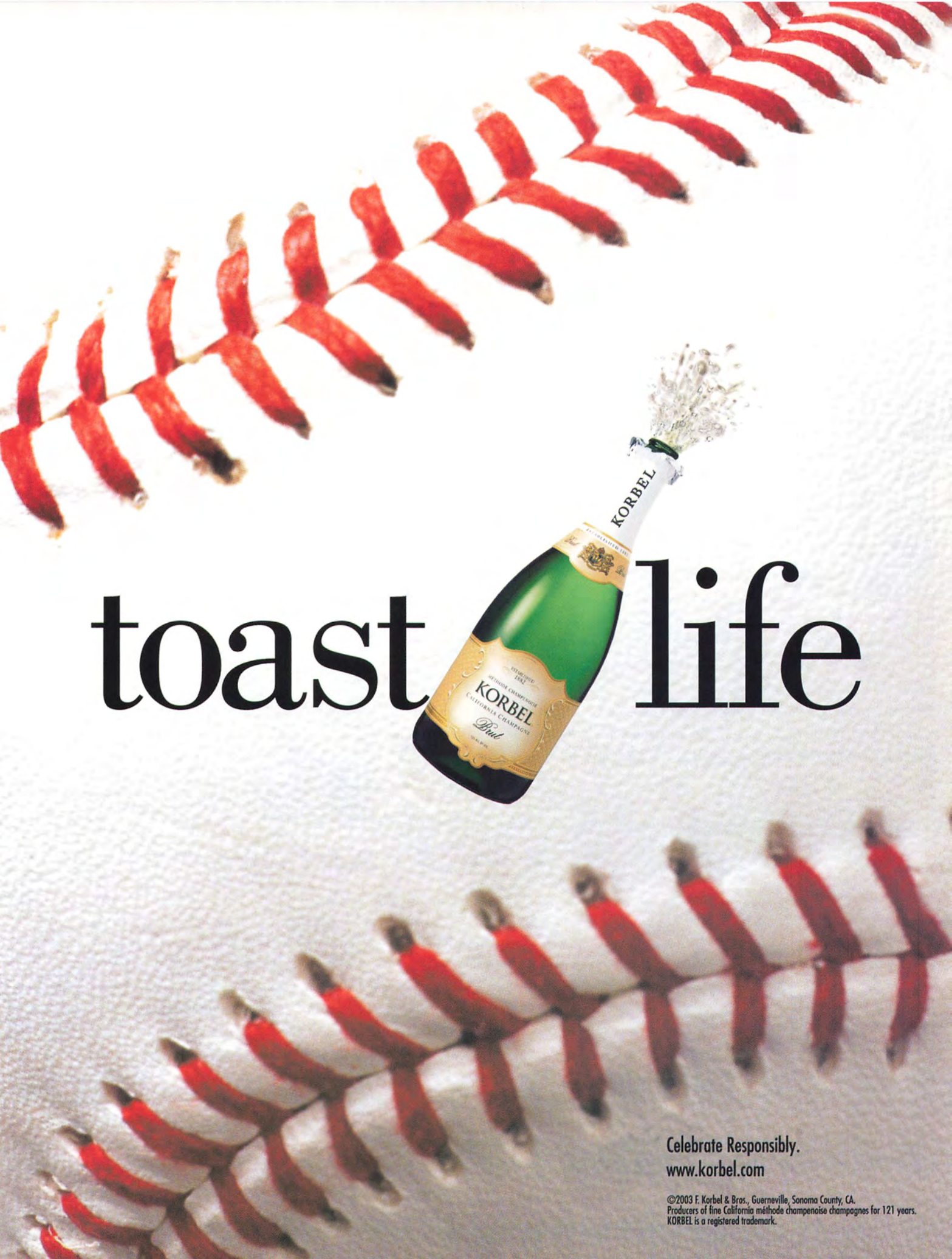
DON ZIMMER 54
BENCH COACH

Don Zimmer is entering his eighth consecutive season as the Yankees' bench coach aside Joe Torre. This season marks his 33rd year as a major-league coach or manager—and astoundingly it will be his 55th year in baseball.

As a player, Zim batted .235 with 91 home runs for the Dodgers, Cubs, Mets, Reds and Washington Senators. His first big-league at-bat came on July 2, 1954, a triple off Philadelphia's Curt Simmons.

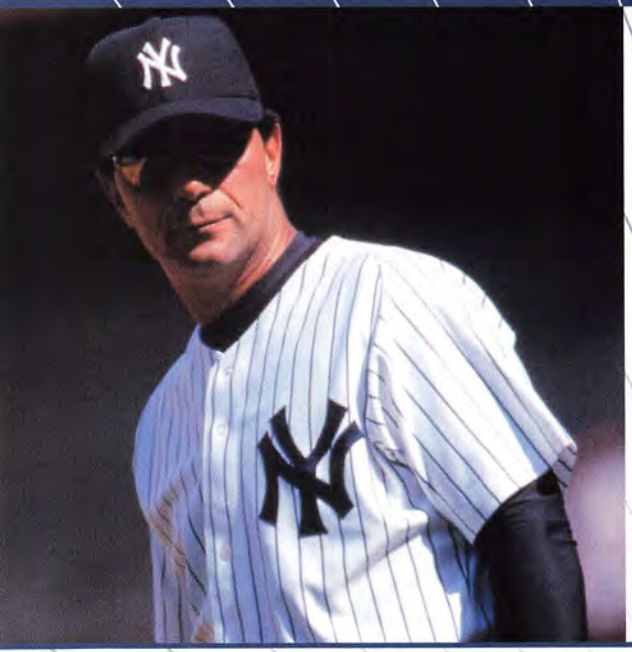
Zimmer spent 13 seasons as a major-league manager, skippering the Padres, Red Sox, Rangers and Cubs. He was the only person to be in uniform for all three Yankee perfect games (as a player on the Dodgers for Don Larsen's in 1956 and as bench coach for David Wells' and David Cone's).

Zim will continue to be the ever-present rock by Torre's side, offering sage advice culled from his extensive diamond experience.



Celebrate Responsibly.
www.korbel.com

©2003 F. Korbel & Bros., Guerneville, Sonoma County, CA.
Producers of fine California méthode champenoise champagnes for 121 years.
KORBEL is a registered trademark.



LEE MAZZILLI 53

FIRST-BASE / OUTFIELD COACH

As always, Lee Mazzilli encouraged the Yankees to remain aggressive on the basepaths in 2002, as the team collectively stole 100 bases. Two players in particular benefited from Maz's guidance, with Alfonso Soriano swiping a league-leading 41 bases and Derek Jeter stealing a career-high 32. In 2001, Mazzilli steered the Yankees to 161 swipes, the second highest in the majors and the most by a Yankees team since 1985.

Mazzilli spent his 14-year playing career with five teams, mostly as an outfielder for the Mets and one season with the Yankees. He collected a total of 197 stolen bases before ending his playing career and becoming a coach for three years (1997–99) with Yankees farm clubs.

Maz will spend his fourth season as first-base/outfield coach helping the Yankees produce even more runs.

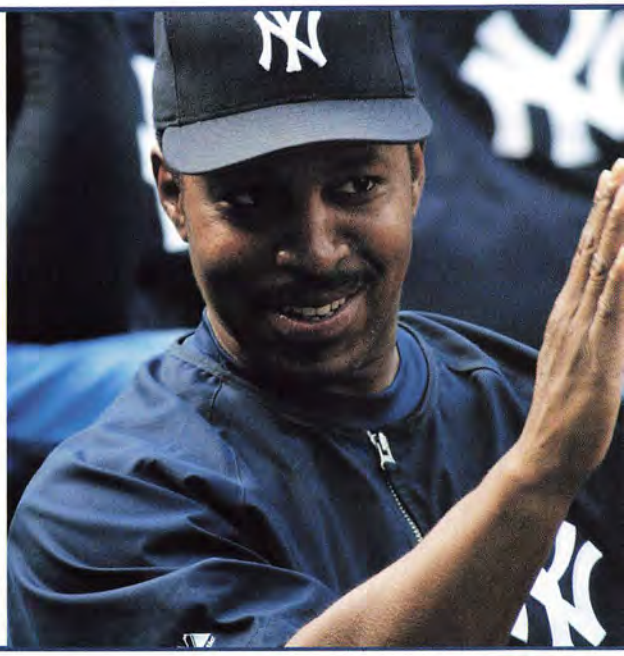
WILLIE RANDOLPH 30

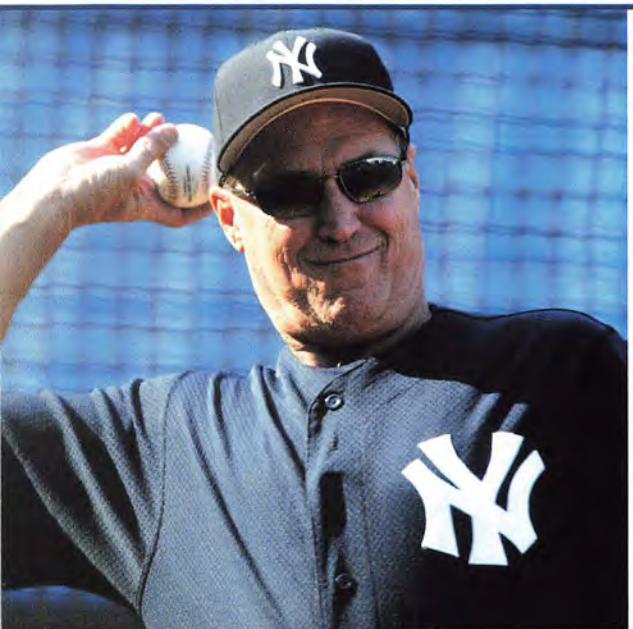
THIRD-BASE COACH

Willie Randolph will be the green-light man at the Yankees' hot corner for his 10th consecutive season in 2003. The former Yankee infielder's knowledge and experience has helped him become a stronghold on Joe Torre's coaching staff.

Randolph has played more games at second base (1,688) than any player in Yankees history. A career .276 hitter, Randolph ranks among the all-time Yankees leaders in games (1,694), at-bats (6,303), hits (1,731), doubles (259), triples (58) and stolen bases (251). He was co-captain alongside Ron Guidry in 1986 and played for the 1981 Yankees, the last Bomber squad to appear in the Fall Classic prior to 1996.

Randolph's 18 years at second base in the majors, including 13 with the Yankees, makes him a valuable leader to the players in pinstripes.





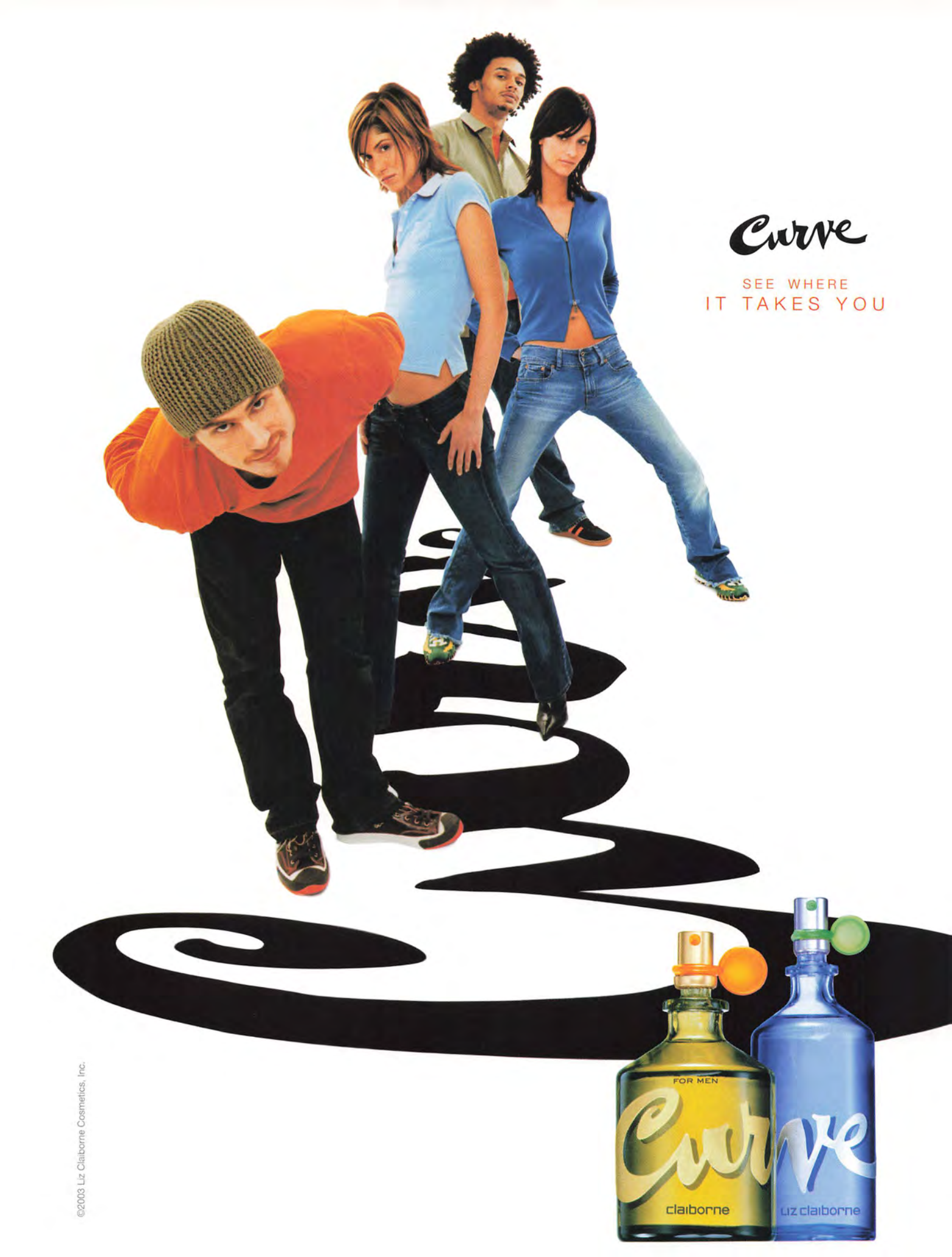
MEL STOTTLEMYRE 34

PITCHING COACH

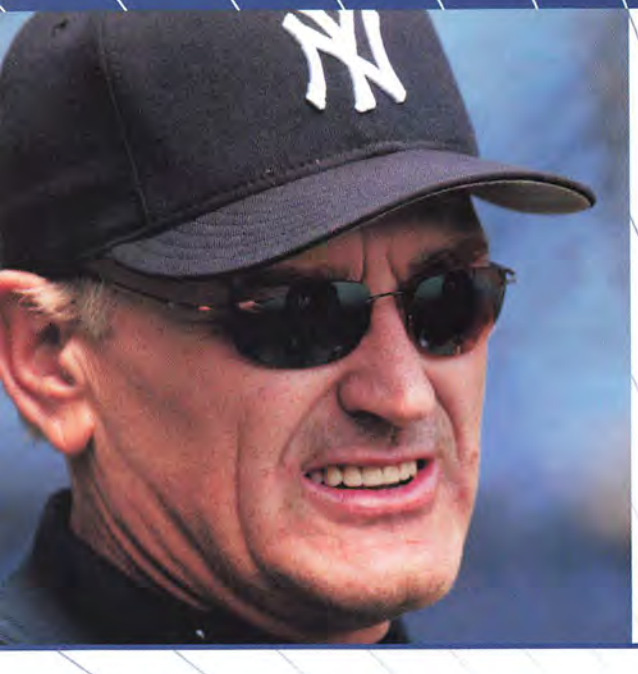
Mel Stottlemyre led the 2002 Yankees pitching staff to finish fourth in the majors in ERA (3.87) and first in the American League in strikeouts (1,135). Stottlemyre's 19 years of experience as a big-league pitching coach have helped the Yankees' staff to finish in the top five in ERA in six of the past seven seasons.

Mel is entering his eighth season overseeing the imposing Bombers pitching staff. All 11 of his years as a player were spent in pinstripes where he accumulated a record of 164-139 with a 2.97 ERA and was a 20-game winner in 1965, '68 and '69.

With a new crop of hurlers on staff in 2003, including veteran aces, young guns and international stars, Stottlemyre's expertise will be needed to its fullest extent.



©2003 Liz Claiborne Cosmetics, Inc.



RICK DOWN 56

HITTING COACH

Rick Down returns for his second consecutive season in his second stint in pinstripes since holding the hitting coach position from 1993 to '95. In his 28th season in the major leagues, he guided Yankees sluggers to 223 home runs in 2002, the second-highest total in the American League and the second-best, single-season total in franchise history.

Under Down's supervision, last year's lineup posted a .275 team batting average, as well as a league-leading 857 RBI, 640 walks, .455 slugging percentage and a .354 on-base percentage.

Bomber bats led the majors in batting average in Down's first two season as the Yankees' hitting coach in 1993 and '94, and the team's BA of .290 in 1994 was the highest since 1936. Down looks to guide the Yankees' booming bats to even more league domination in 2003.

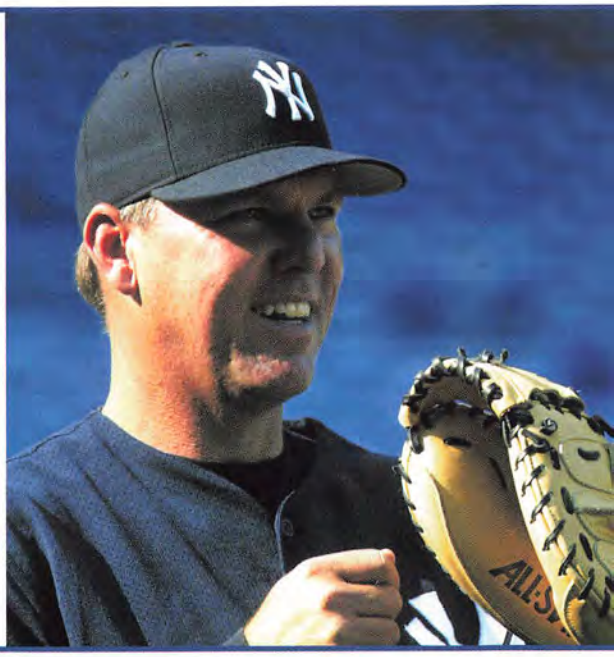
RICH MONTELEONE 50

BULLPEN COACH

Rich Monteleone successfully finished his first season as the Yankees bullpen coach after guiding the bullpen to a 24-17 record and a 3.69 ERA. Last season was his sixth season as a coach in the Yankees organization.

Originally drafted by the Tigers in the first round of the June 1982 free-agent draft, Monteleone began his playing career in 1987 with the Seattle Mariners but spent four years with the Yankees from 1990 to '93, garnering a record of 17-9 with a 4.06 ERA in 120 games.

Monteleone began coaching in 1997 as the pitching coach of the Gulf Coast Yankees and then the Class A Tampa Yankees before moving on to coaching in the majors. He will coach a new cast of Yankees relievers in 2003, his second season at the helm in the bullpen.



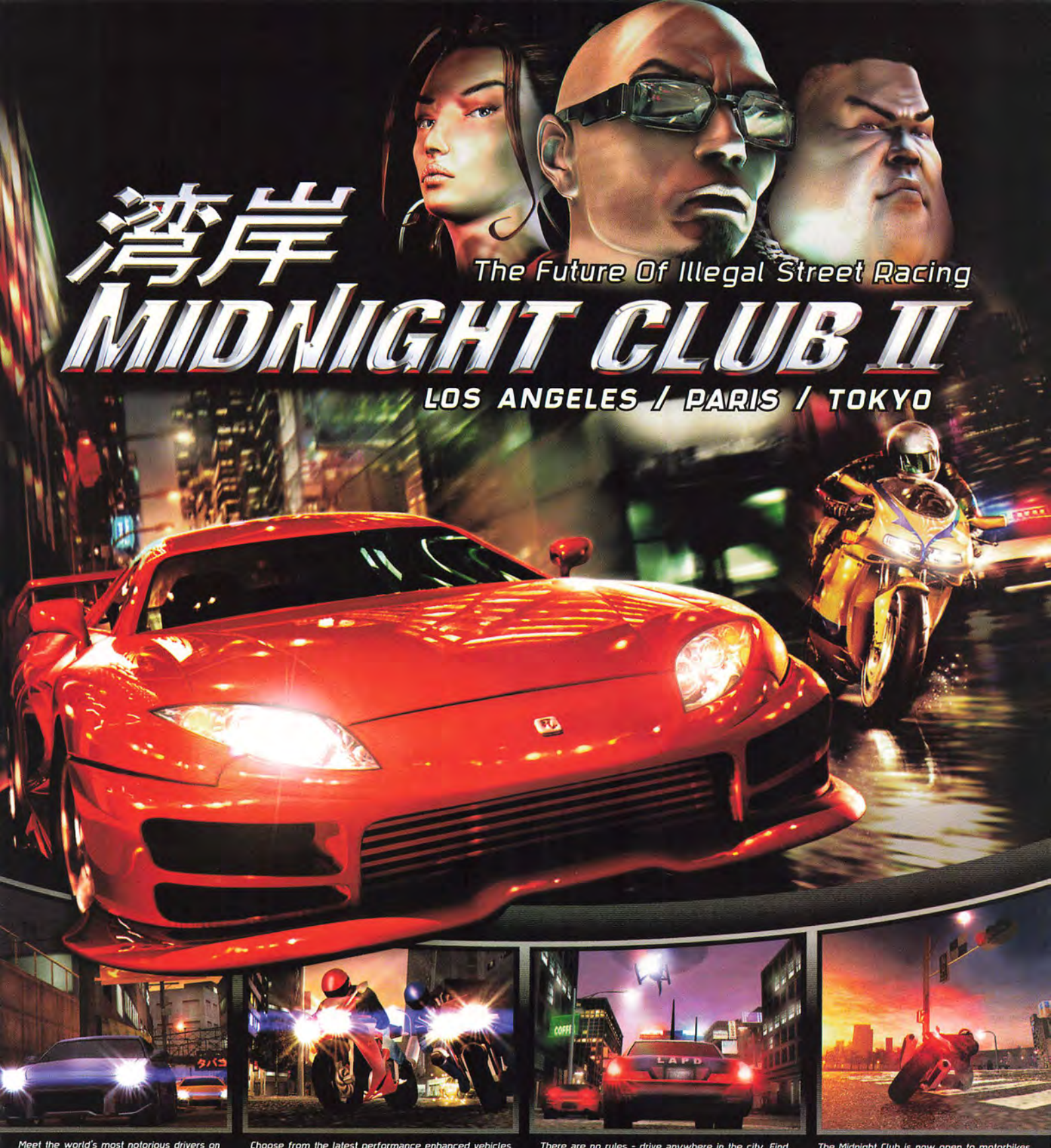
GARY TUCK 58

CATCHING INSTRUCTOR

Gary Tuck is entering his third stint with the Yankees organization, marking his fifth overall season as a catching instructor. Tuck is redonning the pinstripes after spending the past three seasons as a big-league scout for the Cleveland Indians.

His career with the Yankees started in 1990 as the catching and bullpen coach. The year prior, Tuck was the manager of the Columbus Clippers, the Yanks' Triple-A affiliate.

His second term with the Yanks began in 1996 as a roving catching instructor and manager of Class A Oneonta. The following season he was brought up to the bigs as catching instructor until 1999.



Meet the world's most notorious drivers on the streets of LA, Paris, and Tokyo.

Choose from the latest performance enhanced vehicles and compete to make a name for yourself.

There are no rules - drive anywhere in the city. Find the fastest route to win.

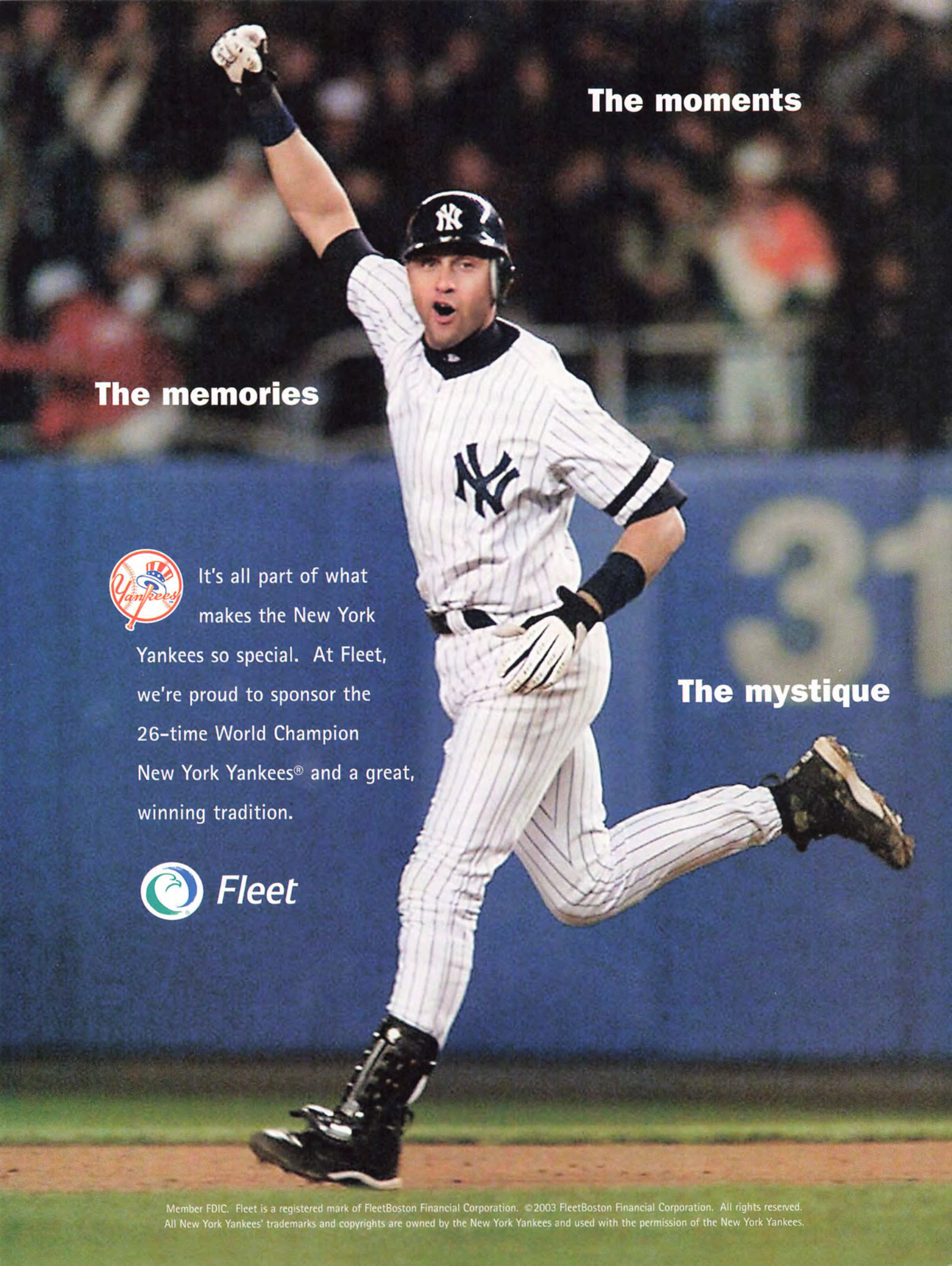
The Midnight Club is now open to motorbikes. Take advantage of the speed and control.

"Midnight Club 2 is the first PlayStation®2 game to really get my heart racing."★★★★★ 5/5 - OPM Magazine April 2003

PC CD ROM | PlayStation.2 | XBOX | EB GAMES electronics boutique | K·B toys www.kbtoys.com | R ZONE only at TOYS R US | TOYS R US | PRODUCTS RANGE FROM TEEN TO MATURE T-M CONTENT RATED BY ESRB

© 2002 Rockstar Games, Inc. The R* logo is a registered trademark of Take Two Interactive Software, Inc. "PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. "Online play requires internet connection and Network Adaptor for PlayStation®2 (sold separately). The Online icon is a trademark of Sony Computer Entertainment America Inc." Microsoft, Xbox, and the Xbox logos are either registered trademarks or trademarks of Microsoft Corporation in the U.S. and/or other countries and are used under license from Microsoft. The ratings icon is a registered trademark of the Interactive Digital Software Association. Copyright 2002. All rights reserved.

WWW.ROCKSTARGAMES.COM/MIDNIGHTCLUB2


The moments
The memories
The mystique
It's all part of what makes the New York Yankees so special. At Fleet, we're proud to sponsor the 26-time World Champion New York Yankees® and a great, winning tradition.
Fleet

Member FDIC. Fleet is a registered mark of FleetBoston Financial Corporation. ©2003 FleetBoston Financial Corporation. All rights reserved.
All New York Yankees' trademarks and copyrights are owned by the New York Yankees and used with the permission of the New York Yankees.

New York's Other Home Town Favorite

BAKING NEW YORK'S PREMIUM PRETZEL FOR OVER 60 YEARS

NEW YORK PRETZEL™

BAKING NEW YORK'S PREMIUM PRETZEL FOR OVER 60 YEARS

NEW YORK PRETZEL™

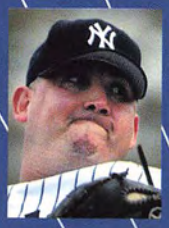
A Winning Team of Products

PERDUE Quality™

Available at your favorite supermarket. Try them today and score some points with your family!

There's always more in store with PERDUE®

GO TEAM!



J U A N A C E V E D O

R O G E R C L E M E N S

J O S E C O N T R E R A S

C H R I S H A M M O N D

S T E R L I N G H I T C H C O C K

S T E V E K A R S A Y

M I K E M U S S I N A

A N T O N I O O S U N A

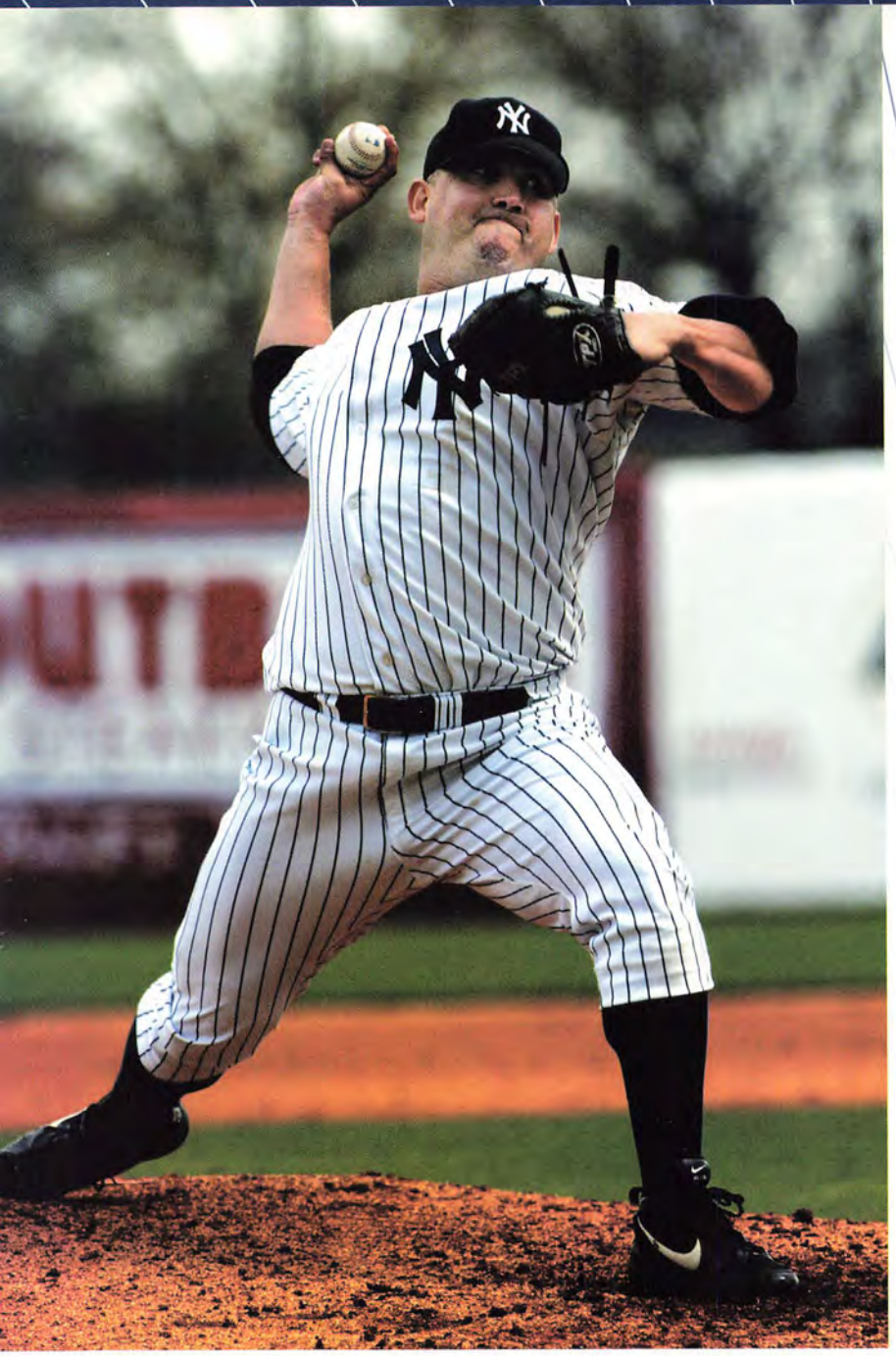
A N D Y P E T T I T T E

M A R I A N O R I V E R A

J E F F W E A V E R

D A V I D W E L L S

PITCHERS



With the departure of several key relievers, the signing of Juan Acevedo became a key step on the road to rebuilding the bullpen.

Entering his eighth season in the major leagues, Acevedo is joining his seventh team. The hard-throwing righty has spent time with the Colorado Rockies, New York Mets, St. Louis Cardinals, Milwaukee Brewers, Florida Marlins and Detroit Tigers.

Last season, Acevedo, who has started 34 games in his career, was pressed into the role of closer for the struggling Tigers and proved that he can thrive in adverse situations. He saved a career-high 28 games and finished the year with a 1-5 record and career-low 2.65 ERA.

As a Met in 1997, Acevedo compiled a 3-1 record and 3.59 ERA in 25 games.

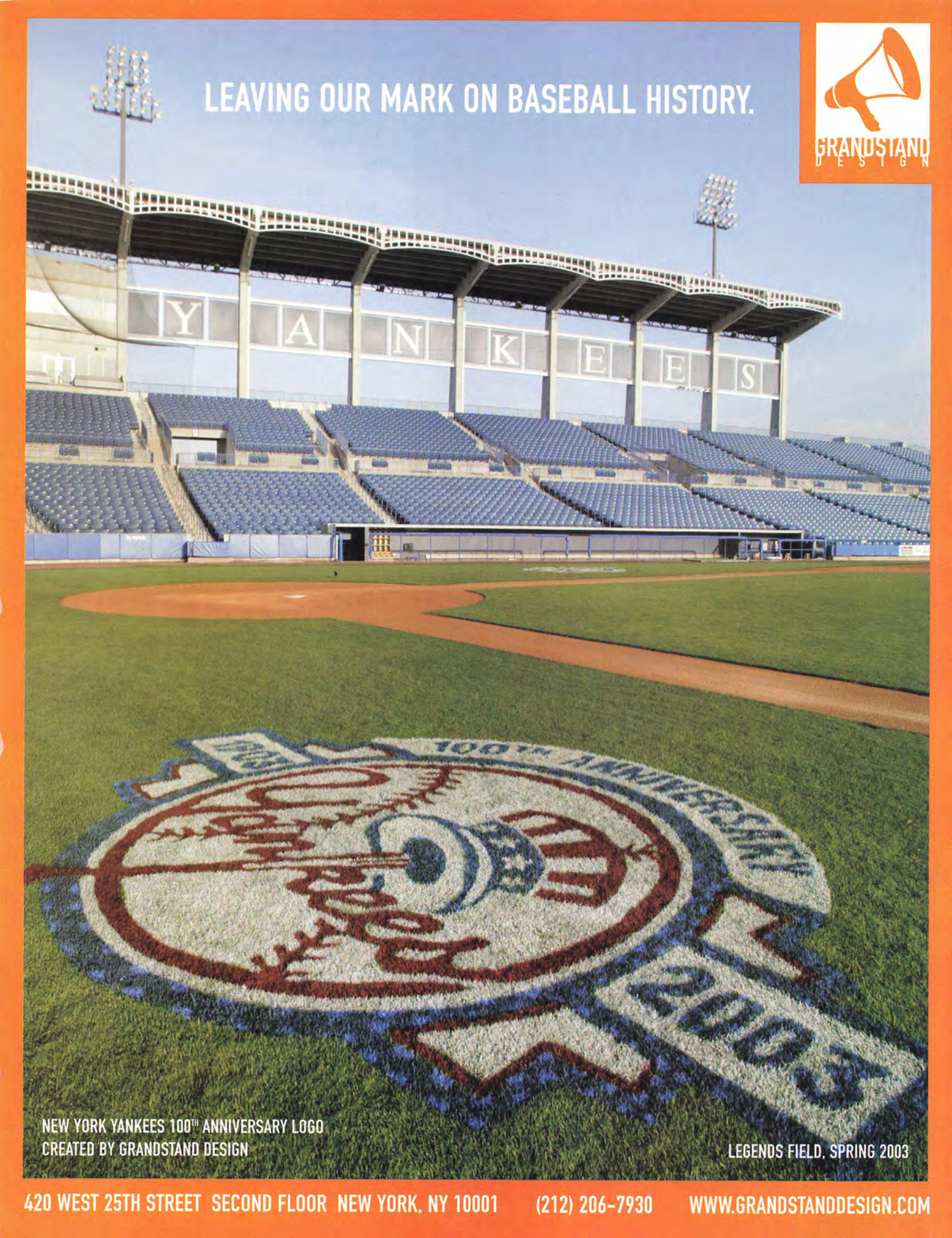
As a Cardinal in 1998, he went 8-3 with 15 saves and a 2.56 ERA while opponents hit just .236 against him.

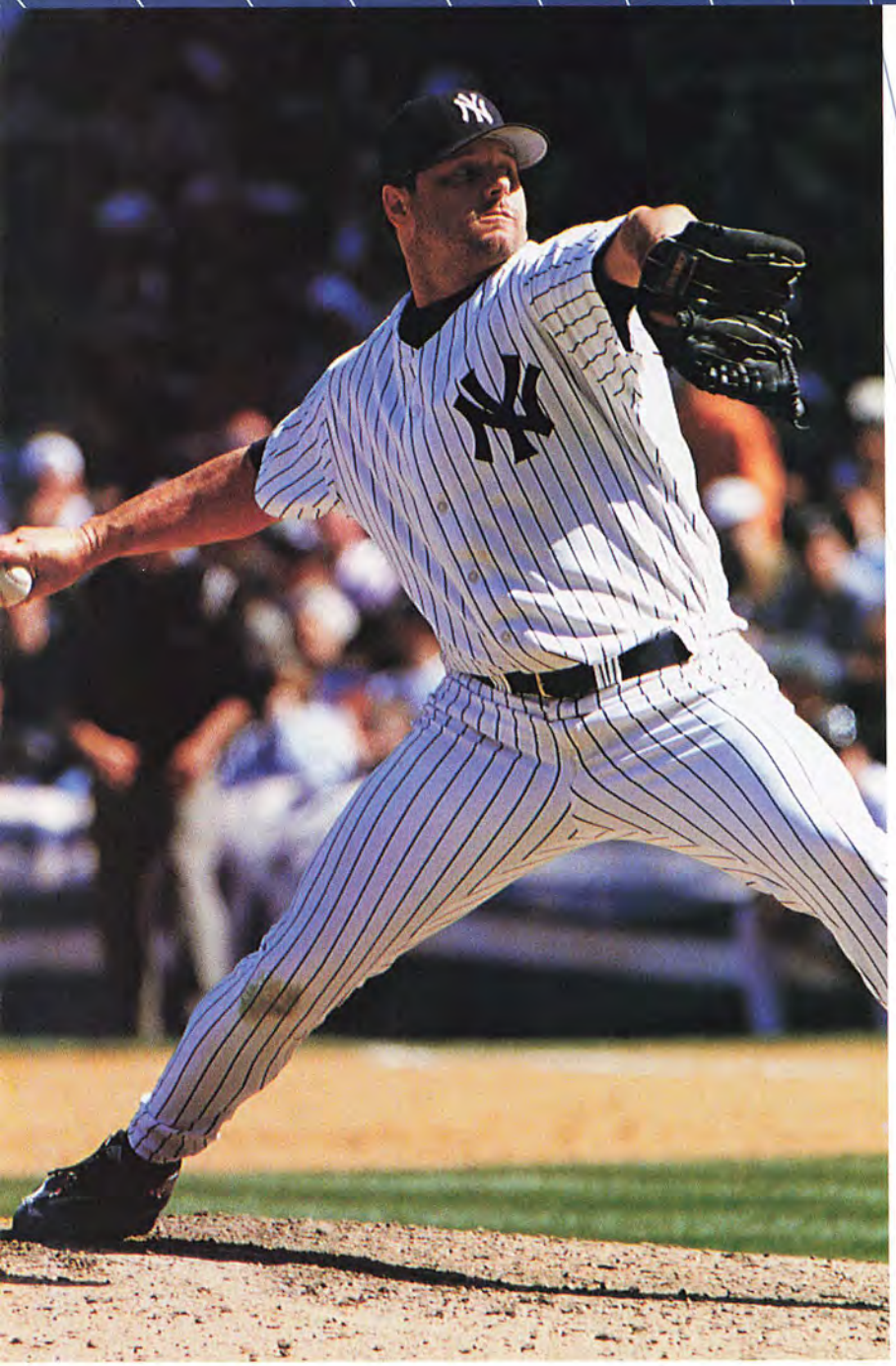
In his first season in pinstripes, Acevedo hopes to compete for time as a righthanded set-up man out of a crowded Yankees bullpen. The deadly accurate 95-mph fastball he showcased in spring training should indicate that he'll see plenty of time in crucial situations.

With relievers Steve Karsay and Mariano Rivera coming off of injuries, Acevedo provides insurance and depth.

JUAN ACEVEDO 57

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	1-5	2.65	65	0	0	0	28	74⅔	68	33	22	23	43
CAREER	27-35	4.16	328	34	0	0	47	531⅓	545	284	246	208	322


LEAVING OUR MARK ON BASEBALL HISTORY.
GRANDSTAND
DESIGN
YANKEES
100TH ANNIVERSARY
NEW YORK YANKEES 100™ ANNIVERSARY LOGO
CREATED BY GRANDSTAND DESIGN
LEGENDS FIELD, SPRING 2003
420 WEST 25TH STREET SECOND FLOOR NEW YORK, NY 10001
(212) 206-7930
WWW.GRANDSTANDDESIGN.COM



Roger Clemens' dominating velocity and command over his pitches still sets him apart from the rest of the league, even as the 40-year-old enters his 20th season in baseball.

Rocket battled leg problems last season but still managed to compile a 13-6 record in 29 starts and added 192 strikeouts to bring his career total to 3,909. Only Nolan Ryan (5,714) and Steve Carlton (4,136) have fanned more. He is the active leader in games started (573), complete games (116), innings pitched (4,067), shutouts (45) and wins (293). The Rocket will be within reach of Tom Seaver's 311 career wins and Gaylord Perry's 314 in 2003.

Clemens came off of a spectacular season in 2001 when he registered 20 wins for the sixth time in his career. He became the first player in history to win 20 of his first 21 decisions and finished the season at 20-3. He carried his success over into the postseason and pitched the Yankees to a Game 3 victory in the World Series. His pitching heroics won him the Cy Young award for an unprecedented sixth time.

After spending 13 seasons in Boston and two in Toronto, Clemens came to New York and amassed 60 wins and two World Series titles in four years. Since 2001, he is an amazing 19-2 at Yankee Stadium.

The eight-time All-Star will start 2003 with the possibility it could be this sure-fire Hall of Famer's last year on the mound. If all goes well, look for Rocket to reach the 300 career wins benchmark sometime this summer.

No matter what, Clemens vows to go out at "full-throttle." And that's just the way they like him in the Bronx.

ROGER CLEMENS 22

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	13-6	4.35	29	29	0	0	0	180	172	94	87	63	192
CAREER	293-151	3.15	574	573	116	45	0	4,067	3,478	1,573	1,425	1,321	3,909

The ball should be the only thing SCREAMING through the air.

The Dave Lennox *Signature*™ Collection — one of the quietest home comfort systems available — quietly and proudly supports the home team.

1-800-9LENNOX

©2003 Lennox Industries, Inc. See your participating Lennox dealer for details. Lennox dealers include independently owned and operated businesses.

A better place™

LENNOX®
HOME COMFORT SYSTEMS

The Yankees signed strong and durable Cuban League pitcher Jose Contreras in December, adding more depth to an already deep pitching staff.

The 6'4", 225-pound righty is an aggressive power pitcher with a high-90s fastball, a good curve and an outstanding splitter. Last season, Contreras went 13-4 with a Cuban-League-best 1.76 ERA. He holds a career 117-50 record with a 2.82 ERA in Cuban League play.

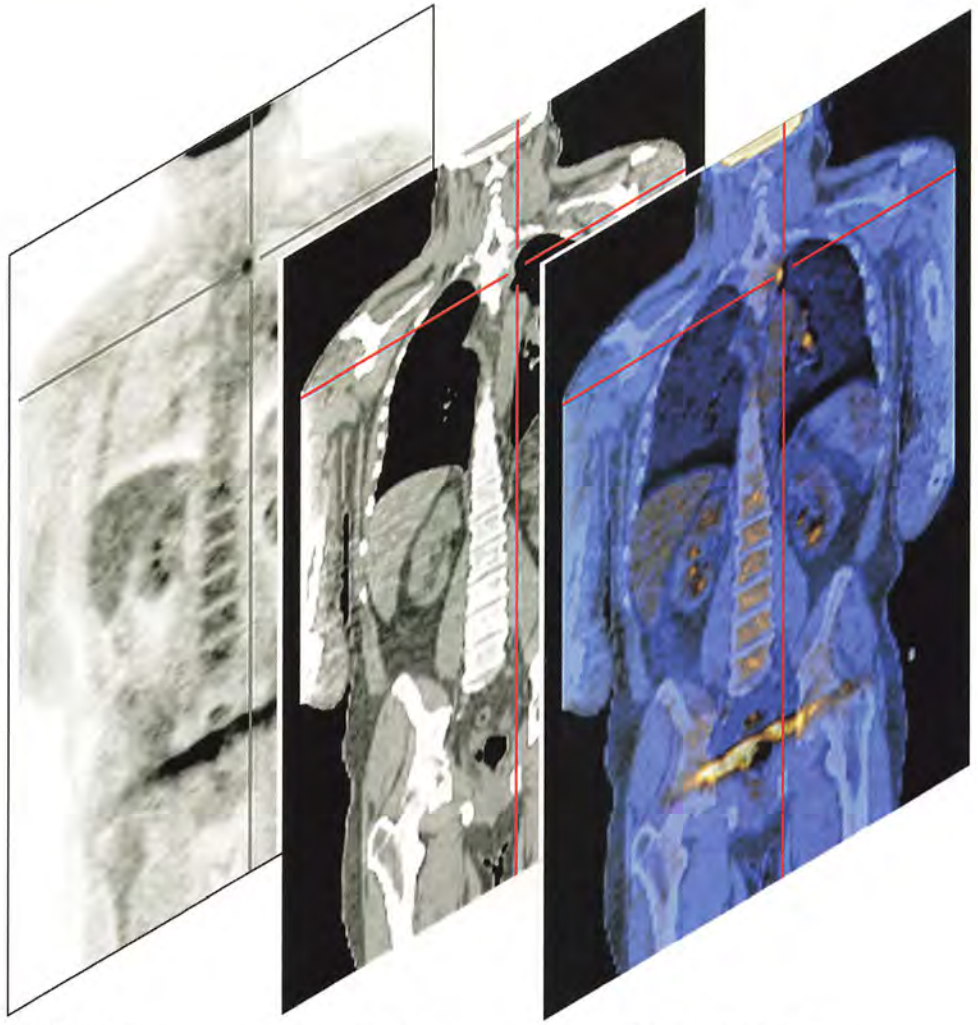
At 31, Contreras has pitched for Cuba in the last three major international tournaments: the 1999 Pan American Games, the 2000 Olympics and the 2001 World Cup. In those series, he has compiled a record of 7-0 with a 0.59 ERA. In 61 innings, he recorded 66 strikeouts, including 13 in a 5-1 victory over the United States for the Gold Medal in the Pan Am Games.

During a nationally televised exhibition game in Havana against the Baltimore Orioles in 1999, Contreras struck out 10 (including slugger Albert Belle twice) and allowed only two hits in eight shutout innings.

Contreras, who defected from Cuba last October, could immediately enters the Yankees rotation or round out the bullpen. Either way, scouts agree that he is one of the best arms to ever come out of the Caribbean nation. In his first season in the United States, Contreras is ready to become a true international sensation and help the Yankees to another run at the world championship.

JOSE CONTRERAS 52

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	13-4	1.76	–	–	–	–	–	–	–	–	–	–	–
CAREER	117-50	2.82	–	–	–	–	–	–	–	–	–	–	–



PET Scan *Shows biological information* + **CT Scan** *Shows anatomical information* = **Discovery™ Image** *Combines PET/CT information to help us better understand the extent and exact location of the cancer. This helps us develop incredibly accurate treatment plans.*

In the war against cancer, no one sees the enemy better than we do.

Holy Name Hospital is the first in the New York metropolitan area to use today's most advanced, breakthrough technology to help us see cancer more clearly and treat cancer faster and more precisely than ever before. By combining two hi-tech imaging scans that reveal information about the body's biological and anatomical structure, Holy Name's cancer specialists can pinpoint the exact location of cancer and see a tumor's unique characteristics.

Holy Name Hospital's cancer center is the only one in the region that electronically links this new Discovery LS™ PET/CT technology with "smart beam/sliding window" IMRT—resulting in an unprecedented treatment planning and delivery system. This new technology spares healthy tissue, decreases side effects and increases your chance of a cure.

At Holy Name, our highly trained physicians, technologists and nurses work as one to provide each patient with the perfect balance of health care—advanced medical science, quality of life preservation and a high level of compassion.

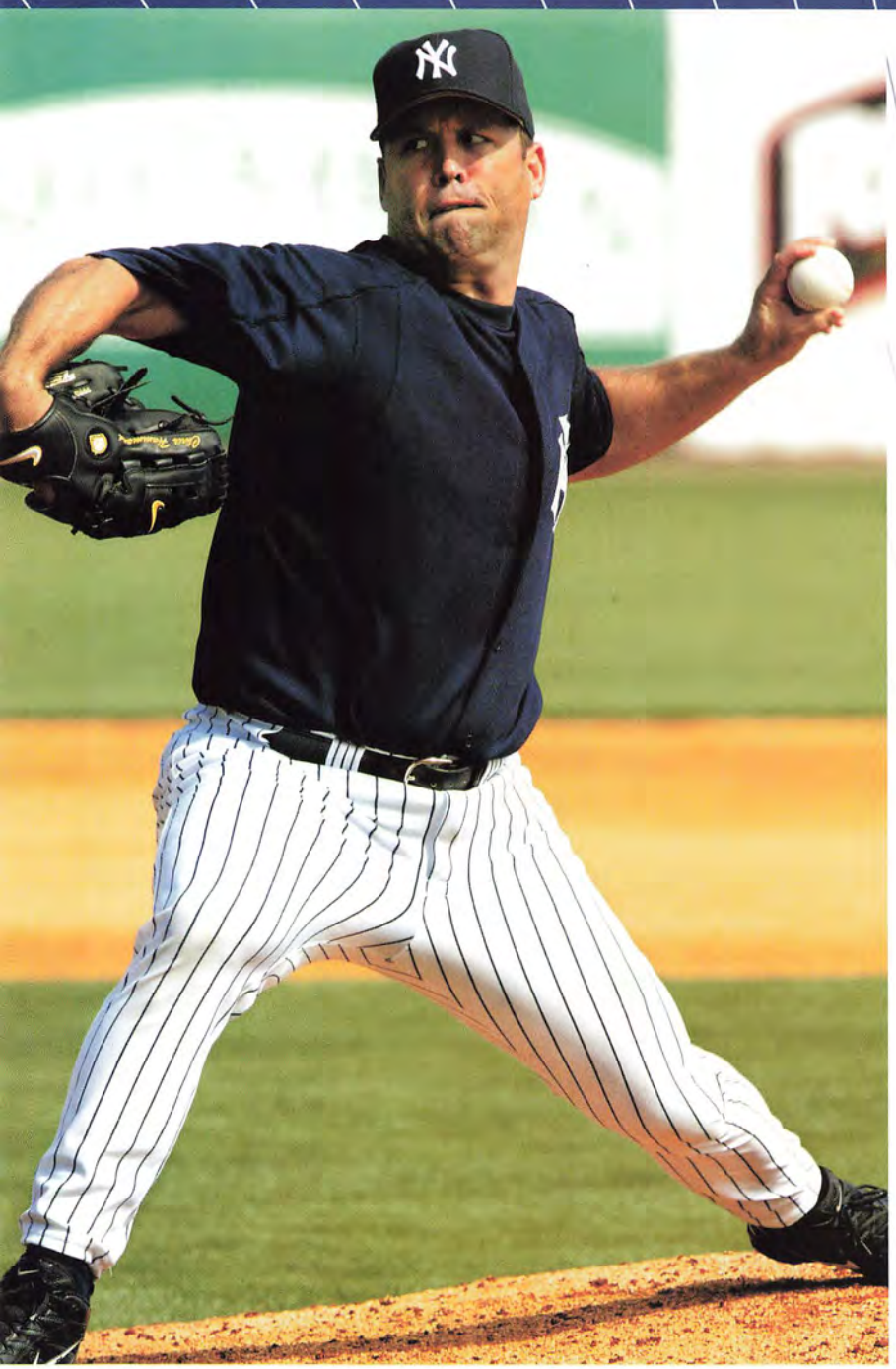
To learn more about this new technology or our comprehensive cancer program, visit www.holyname.org, or call (201) 833-3100.

Holy Name Hospital

No one takes better care of Bergen County.

718 Teaneck Road • Teaneck, NJ 07666
(201) 833-3000

An affiliate of NewYork-Presbyterian Healthcare System



Lefthanded reliever Chris Hammond has completed one of the best comeback stories in recent baseball history.

After virtually retiring in 1999 due to nagging injuries and a desire to spend more time with his family, Hammond, then still just 34, decided that he wanted his kids to see him pitch. In 2001, he started his comeback with Class AAA Richmond and didn't allow a run in 11 of his first 12 appearances. The Atlanta Braves invited him to spring training in 2002, where he pitched strong enough to land a spot in the Braves' bullpen.

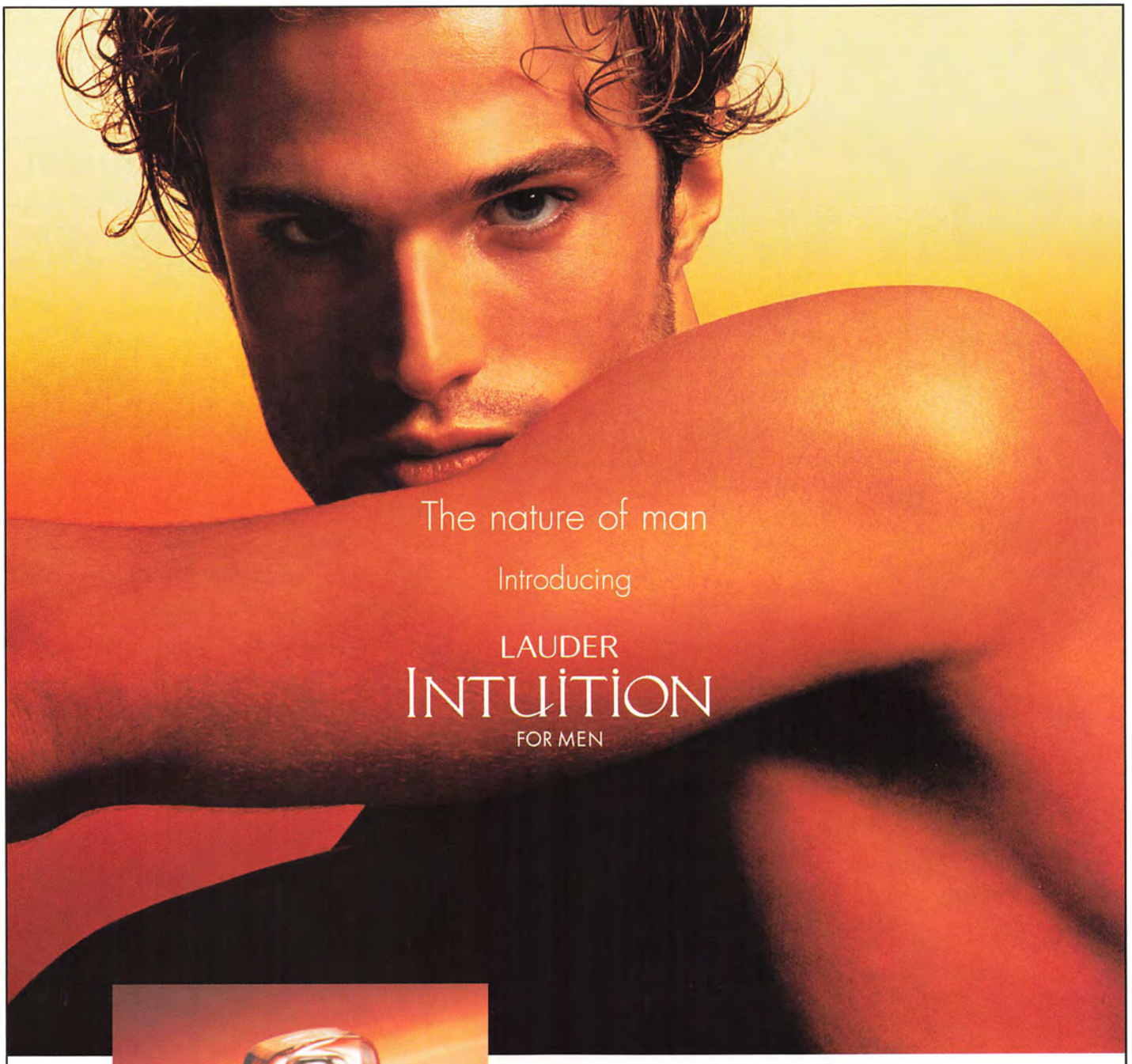
Hammond went 7-2 in 63 appearances and didn't give up a single earned run in his final 32 appearances. He finished the season with an unbelievable 0.95 ERA and became just the third pitcher since 1900 to record a sub-1.00 ERA in more than 70 innings pitched, joining the esteemed company of the Giants' Ferdie Schupp (0.90 in 1916) and the Athletics' Dennis Eckersley (0.61 in 1990). His fastball is back up to 89 miles per hour, about as fast as it was when he broke into the league in 1990.

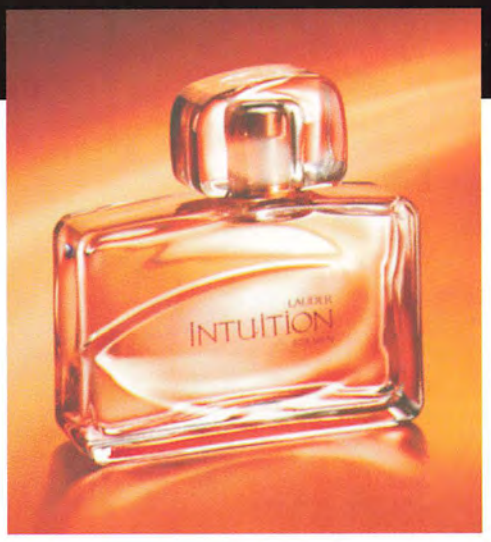
Hammond, now 36, signed with the Yankees in December and is slated to become the go-to lefty reliever out of the bullpen. He has a career record of 53-57 with a 4.25 ERA in 254 games, including 136 as a starter with Cincinnati, Florida and Boston.

In 2003, Hammond hopes to help pitch the Yankees back into the World Series. For now, he's a comeback story for the ages.

CHRIS HAMMOND 39

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	7-3	0.95	63	0	0	0	0	76	53	15	8	31	63
CAREER	53-57	4.25	254	136	5	3	1	919⅔	955	480	82	344	576

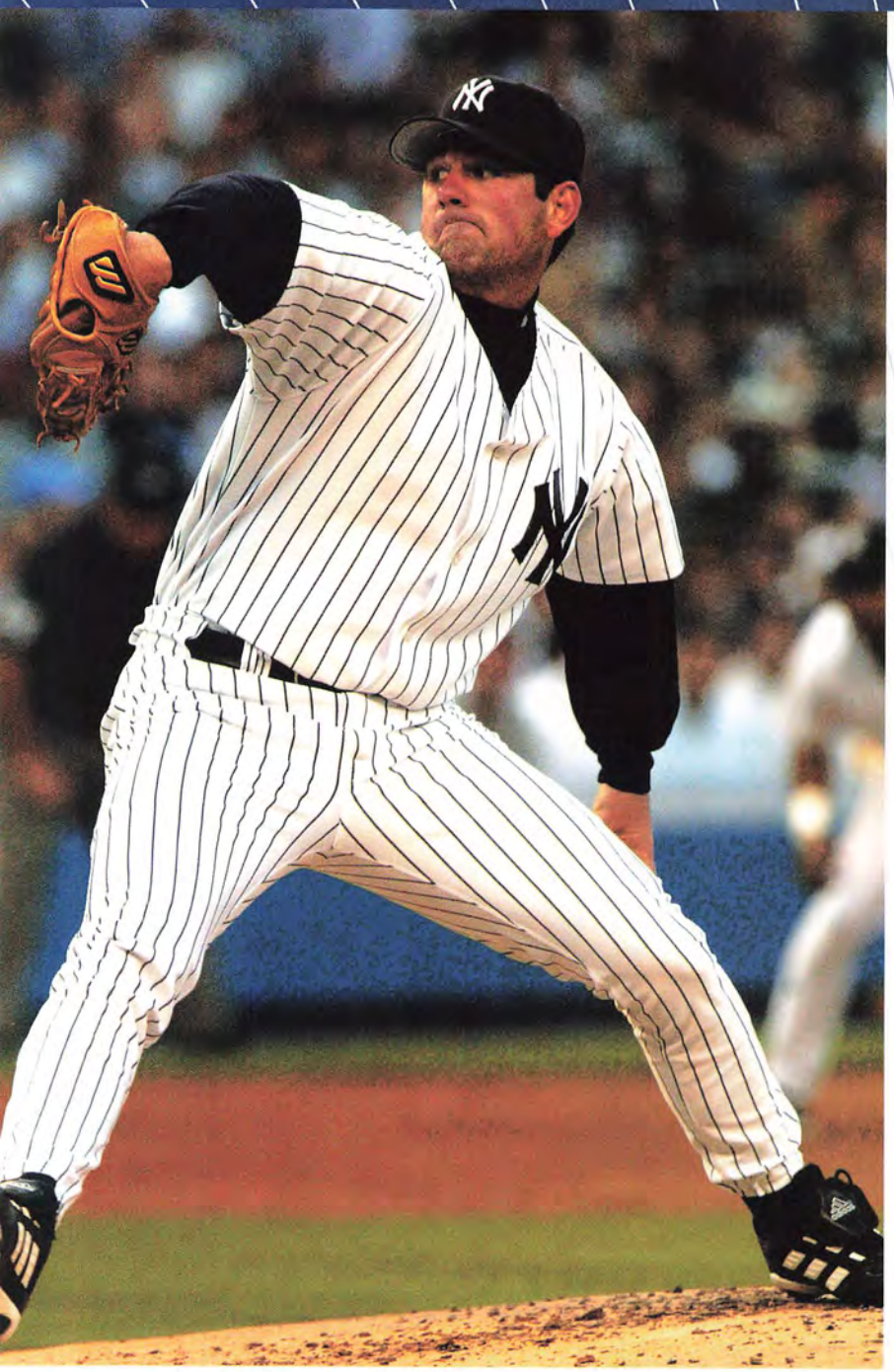




Experience the magnetic new fragrance.
Warm, natural and sexy.

The Collection:
Cologne Spray 1.7 oz. 35.00; 3.4 oz 50.00
After Shave 3.4 oz. 35.00
After Shave Balm 3.4 oz. 35.00
Hair and Body Wash 5 oz 17.50
Deodorant Stick 2.6 oz. 15.00

All prices are suggested retail



Sterling Hitchcock returned to the Yankees in June of 2001 after a five-year stint in Seattle and San Diego. He made his major-league debut as a Yankee in 1992 and spent the next three seasons in the Bronx as a part-time reliever.

In 1995, he recorded his first 10-win season, going 11-10 with a 4.70 ERA. He would win 10 games three more times, going 13-9 in 1996, 10-11 in 1997 and 12-14 in 1999. He compiled 31 wins for the Padres from 1997 to '99, pitching against his former squad in the '98 World Series.

As a Padre in '98, Hitchcock went 9-7 with a 3.93 ERA and went on to win the National League Championship Series MVP with a 2-0 record and 0.90 ERA in two games against the Braves.

Hitchcock recovered from Tommy John surgery that limited his outings in 2000 to pitch four scoreless innings for the Yankees in the 2001 World Series. But in 2002, Hitchcock had another run of bad luck and spent the greater part of the season battling lower back pain.

Entering the 2003 season, Hitchcock is healthy, mechanically sound and has regained the velocity he lost due to injury.

With his ability to perform as both a starter and a reliever, Hitchcock provides invaluable depth to the Yankees pitching staff.

STERLING HITCHCOCK 41

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	1-2	5.49	20	2	0	0	0	39⅓	57	29	24	15	31
CAREER	68-69	4.77	242	189	10	2	3	1,176⅔	1261	673	624	431	915

Take Me Out To The Ball Game!

intel inside
centrino™
MOBILE TECHNOLOGY

Wireless connectivity & longer battery life keep you productive even when the game goes into extra innings.

Systemax™ Pursuit® SC Series Notebooks featuring Intel® Centrino™ Mobile Technology

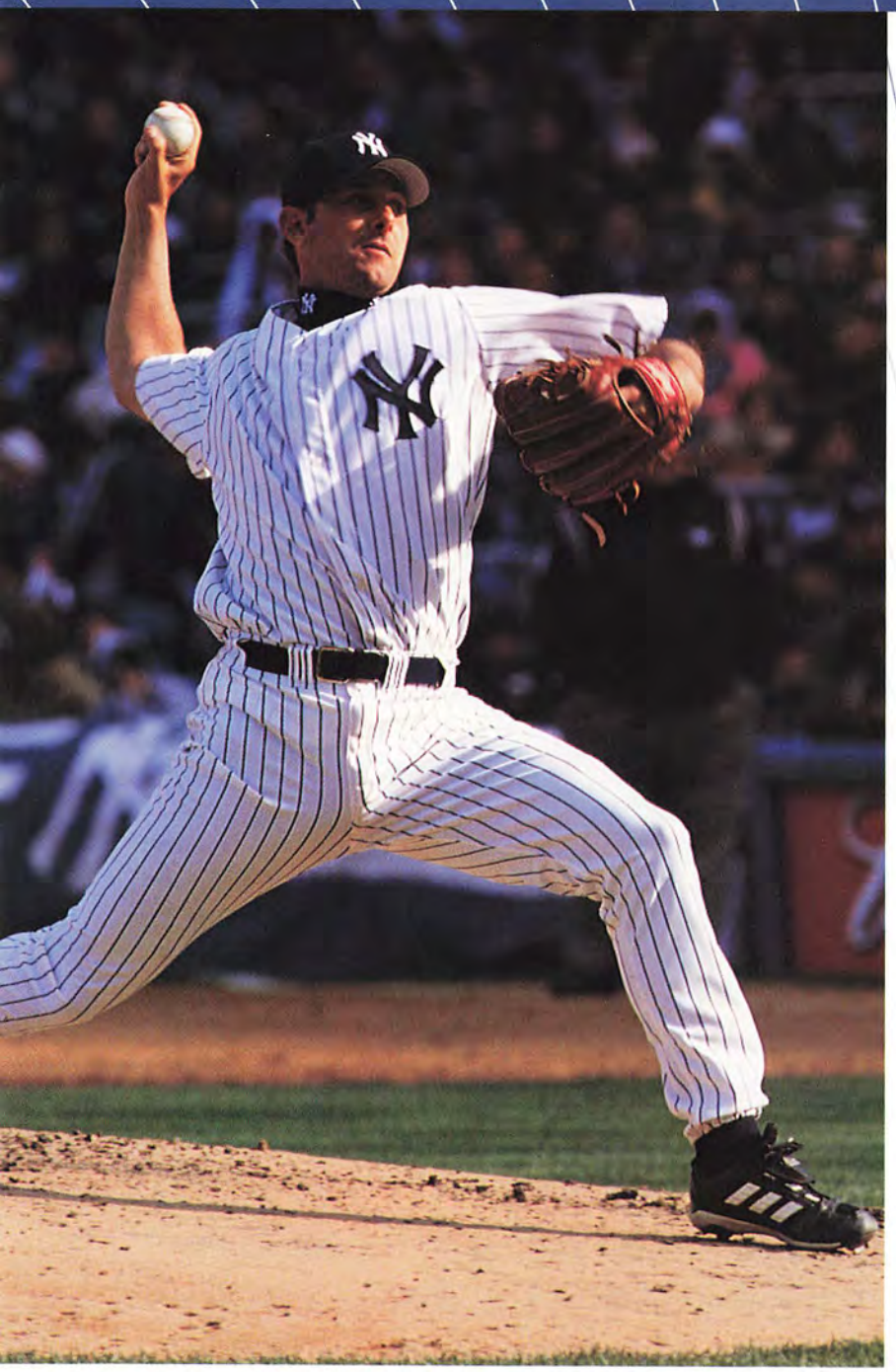
Systemax™

Order online at www.globalcomputer.com/pc

or call 1-800-8 GLOBAL

Systemax™ recommends Microsoft® Windows® XP Professional for business

Intel, Intel Inside, the Intel Inside logo, and Intel Centrino are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Microsoft, MS and Windows are registered trademarks of the Microsoft Corporation. All products are trademarks of their respective manufacturers. All registered and unregistered trademarks are the sole property of their respective companies. Copyright 2003, Systemax Inc.



Steve Karsay grew up in the shadow of Shea Stadium in Queens, but always harbored an ambition to play for the New York Yankees. After eight seasons with the Oakland Athletics, Cleveland Indians and Atlanta Braves, Karsay signed with the Yanks as a free agent before the 2002 season.

In his debut year, Karsay went 6-4 with a 3.26 ERA in a career-high 78 appearances. He converted 12 of 16 save opportunities, including 11 of 13 in the 27 games that ace closer Mariano Rivera was on the disabled list. His 88⅓ innings pitched last season out of the bullpen were third most on the AL, proving this righty's effectiveness and durablity.

Before being traded to the Braves halfway through the 2001 season, Karsay had a 1.25 ERA and 44 strikeouts in 31 games with the Indians. He finished the year as a Brave with a career-low 2.35 ERA.

In nine major league seasons, Karsay has also proved his versatility. In 1994, he started 24 games for the A's and in 2000, he compiled 20 saves as a part-time closer for the Indians.

In spite of recurring right elbow trouble, Karsay boasts one of the best arms in baseball with an upper-90s fastball. He's at home in New York, and hopes to help set the Yankees up for another run at the title.

STEVE KARSAY 31

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	6-4	3.26	78	0	0	0	12	88⅓	87	33	32	30	65
CAREER	31-38	3.88	321	40	1	0	41	565⅔	582	261	244	187	435

YOU'VE GOT TO SEE IT IN EPSON COLOR.™

BRIGHT IDEAS. BRILLIANT RESULTS.

INK JET PRINTERS

With up to 5760 x 1440 dpi, you always get award-winning image quality and astounding detail. You'll also get incredibly fast laser-sharp text. It's the kind of performance that'll capture anyone's eye.

PHOTO PRINTERS

Thanks to our 6-color photo inks, your prints will look as smooth and grain-free as professional ones. You can even create true BorderFree™ prints in a wide variety of sizes. It's like having a photo lab right at home.

POWERLITE® PROJECTORS

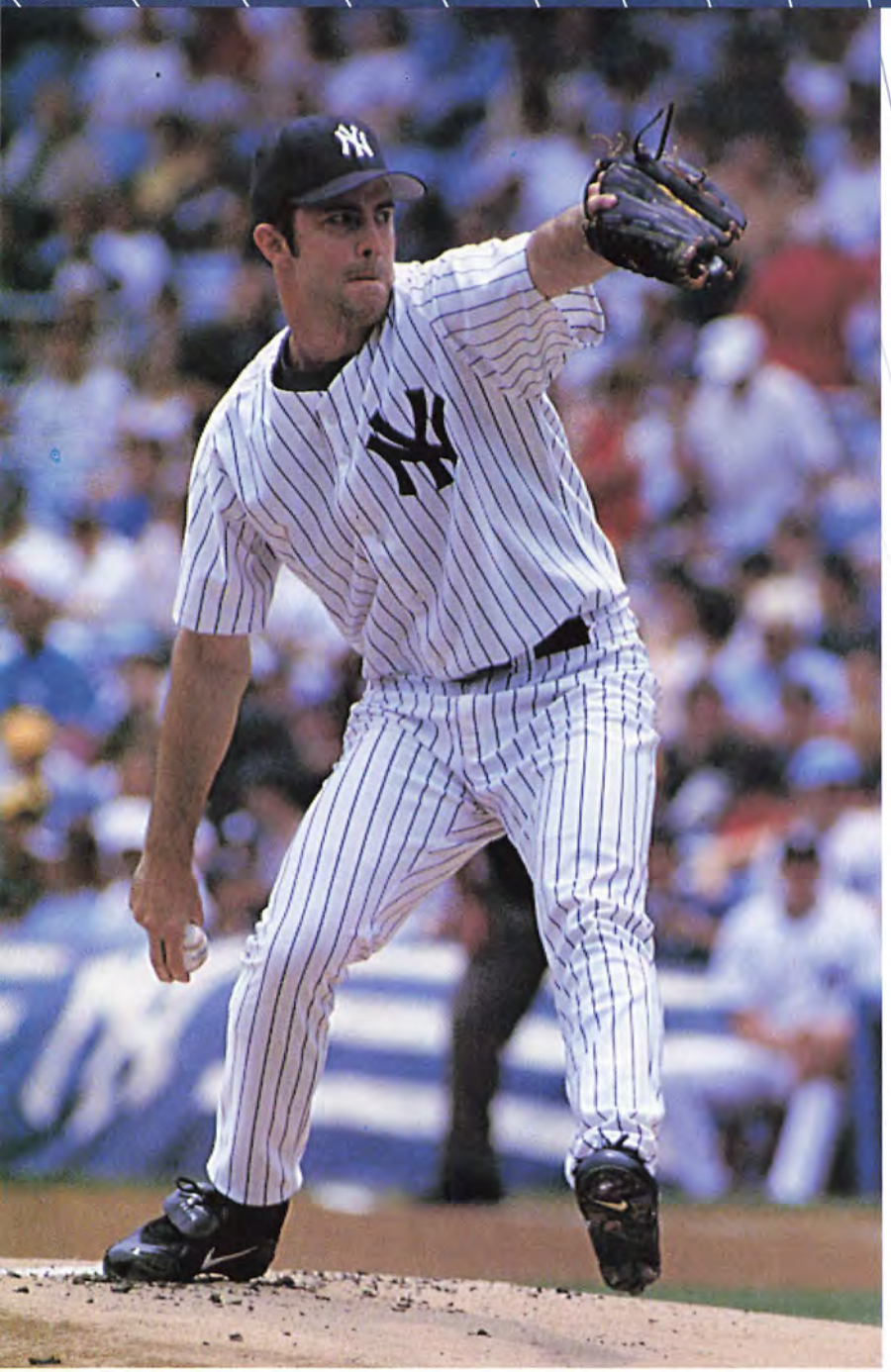
From super light (4.3 pounds) to ultra bright (3500 lumens), choose from a line of incredible 3-LCD projectors with resolution up to 1280 x 1024 SXGA. Plus they're simple to set up and easy to use.

COLOR SCANNERS

With up to 48-bit color and resolution as high as 3200 x 6400 dpi, Epson® scanners outshine the rest. And thanks to innovative software, they can capture photos, illustrations and even text in just seconds.

Available at J&R

Epson is a registered trademark of Seiko Epson Corp. PowerLite and BorderFree are trademarks/registered trademarks of Epson America, Inc. © 2003 Epson America, Inc.



Mike Mussina was wooed by the Yankees in 2001 after 10 successful seasons as the ace of the Baltimore Orioles. It wasn't long before he established himself as an ace in New York.

In his first year in pinstripes, Mussina led the team in innings pitched (228⅔), starts (34), decisions (17-11), complete games (4), shutouts (3), strikeouts (214) and ERA (3.15).

He recorded the 150th win of his career against his former teammates in his first start as a Yankee at Camden Yards on May 6, 2001.

Moose started 33 games last season for the Yankees, making 2002 his eighth consecutive season with at least 29 starts. On Sept. 29, Mussina pitched his second two-hit, complete-game shutout of the season, his fifth as a Yankees hurler and the 20th of his career.

He finished the season on a tear with a 3-3 record and 1.22 ERA in his final seven starts and compiled an 18-10 record and 4.05 ERA for the year. He ranked fourth in the AL with 182 strikeouts.

Mussina throws a full complement of pitches, including a fastball, curveball, change-up, splitter and his patented, devastating knuckle-curve. His defensive prowess on the mound led to four straight Gold Gloves from 1996 to '99, and another in 2001. In 98 games from 1996 to '98, Mussina had a fielding percentage of 1.000.

With his consistent numbers and penchant for pitching late into games, Mussina enters the 2003 season as an invaluable asset to the Yankees rotation.

MIKE MUSSINA 35

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	18-10	4.05	33	33	2	2	0	215⅔	208	103	97	48	182
CAREER	182-102	3.54	355	355	51	20	0	2,454	2,305	1,026	966	557	1,931

www.us.pirelli.com

POWER IN SAFE HANDS.

Pirelli is your official equipment for winning performance. So don't compromise on handling, style, or safety. Go with nothing less than the leader, Pirelli tires. For your local Pirelli dealer, call 1-800-PIRELLI, or visit www.us.pirelli.com.

PIRELLI

POWER IS NOTHING WITHOUT CONTROL.

Antonio Osuna will don pinstripes for the first time to fill an important bullpen slot and the Yankees are confident that he's up to the task.

Osuna is an aggressive power pitcher who shows determination and a fearless mentality in any job he is given. His control has improved significantly over the past several years and Osuna now gets a lot of strikeouts with a high-velocity fastball mixed with a splitter, curveball and change-up.

Osuna spent 10 seasons with the Los Angeles Dodgers where he was used primarily as a set-up man, but he showed his versatility by going six-for-six in save opportunities in 1998.

A shoulder injury limited Osuna to just four games after being traded to the White Sox in 2001.

He rebounded from surgery and assumed the role of closer for the White Sox last season. Osuna went 8-2 with 11 saves and a 3.86 ERA in 59 games. He collected 66 strikeouts in 67⅔ innings and allowed only one home run, leading AL relievers by giving up just 0.13 home runs per nine innings pitched. Hitters batted just .239 against him.

Entering his ninth season in the major leagues, Osuna looks to to provide an important set-up role out of the bullpen.

ANTONIO OSUNA 13

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	8-2	3.86	59	0	0	0	11	67⅔	64	32	29	28	66
CAREER	32-23	3.56	328	0	0	0	21	399	333	173	158	171	418

Root for the HOME workout!

Workout in the luxury of your home, when your schedule permits, without sacrificing the quality of your workout!

OMNI fitness

EQUIPMENT SPECIALISTS

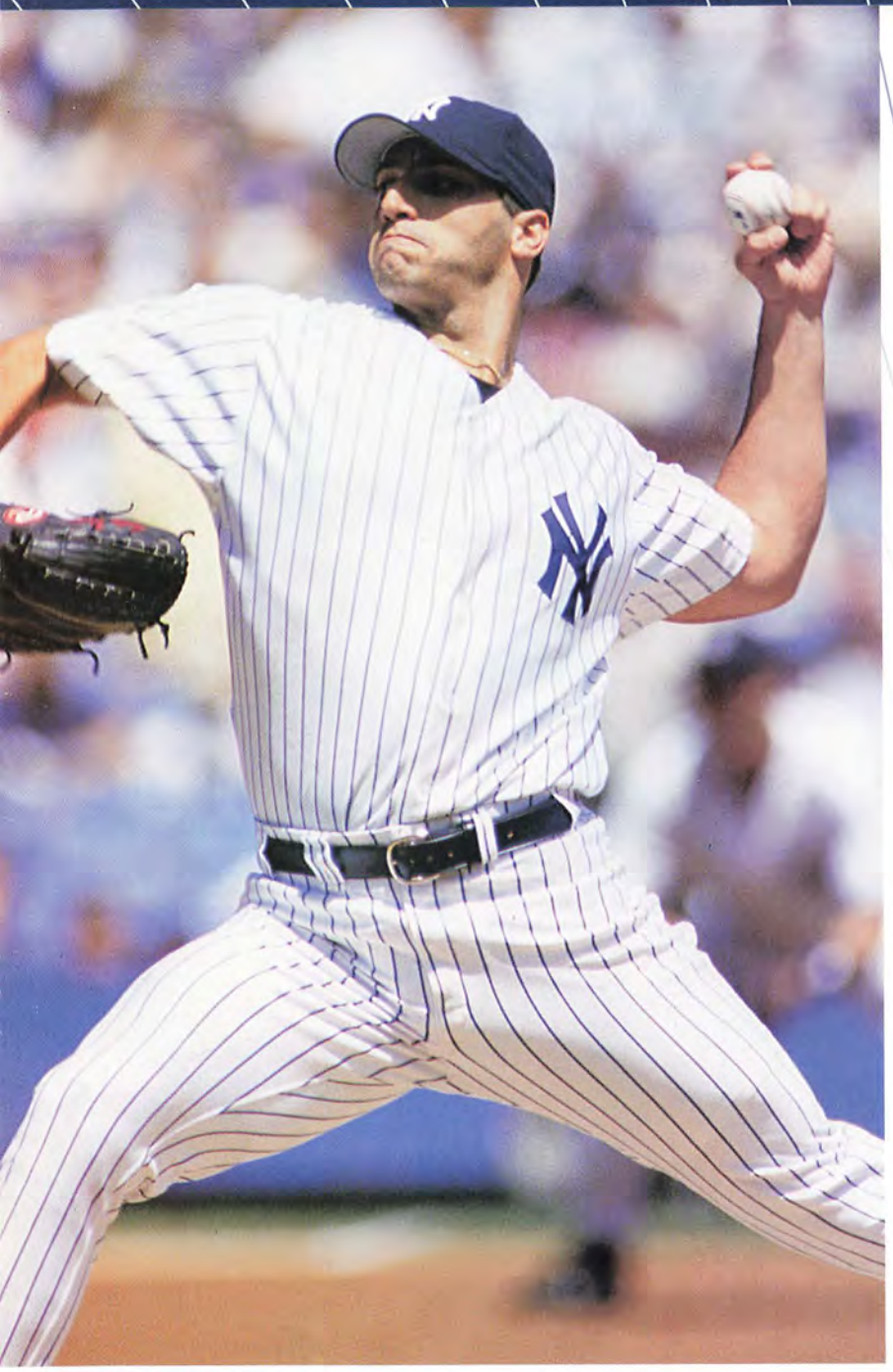
877-875-OMNI • www.omnifitness.com

ALASKA • CALIFORNIA • CONNECTICUT • DELAWARE • MASSACHUSETTS
NEW HAMPSHIRE • NEW JERSEY • NEW YORK • PENNSYLVANIA • WASHINGTON

FEATURING LifeFitness PARABODY VECTRA AND MORE!

*Must present ad at time of purchase. May not be combined with any other offers or price discounts. Expires 12/31/03.

Bring in this advertisement and save 10%*



For the last eight seasons, Andy Pettitte, the most tenured member of the Yankees pitching staff, has been a rock in the rotation.

Pettitte is the only post-expansion pitcher to register at least 12 wins in his first eight seasons and has a career record of 128-70 with a 3.93 ERA. He is fourth among active pitchers with a .646 winning percentage behind Pedro Martinez (.707), Randy Johnson (.679) and teammate Roger Clemens (.660).

Tendonitis in his left elbow caused Pettitte to miss two months of last season, but he still managed an impressive 13-5 record and a 3.27 ERA in 22 starts. Before that, he recorded six consecutive seasons of 30 starts or more.

In 2001, Pettitte went 15-10 with a 3.99 ERA, 164 strikeouts, and a career-low 41 walks. His success continued into the postseason, where he earned American League Championship Series MVP honors with a 2-0 record and 2.51 ERA in Game 1 and the decisive Game 5 that sent the Yankees into their fourth consecutive World Series.

Pettitte, who readily accepts the ball for the Yankees in big-game situations, has 10 postseason wins, tying him for third in major-league history. The record of 12, shared by Tom Glavine and John Smoltz, is within his reach.

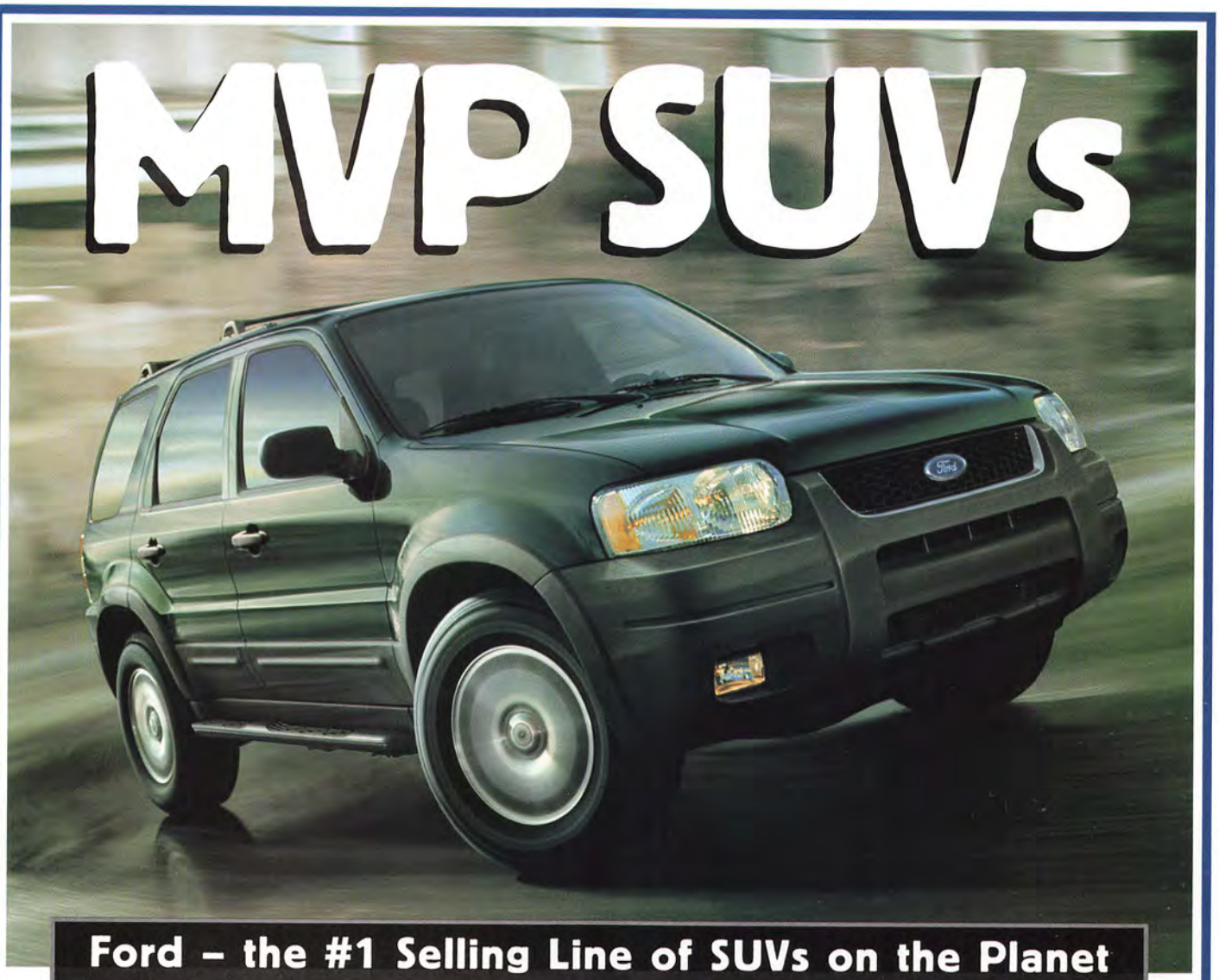
An acute control over his pitches and an excellent move to first base consistently places Pettitte among the league leaders in fewest walks allowed and most pick-offs.

Heading into the 2003 season, Pettitte is healthy and poised for another World Series run.

ANDY PETTITTE 46

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	13-5	3.27	22	22	3	1	0	134⅔	144	58	49	32	97
CAREER	128-70	3.93	250	243	22	3	0	1,584⅔	1,674	764	692	529	1,095

MVP SUVs



Ford – the #1 Selling Line of SUVs on the Planet

2003 Ford Escape

- Car-Like Ride and Handling with Genuine SUV Capability
- More Powerful V6 Engine
- Control Trac 4 Wheel Drive System
- Spacious Interior
- Advanced Safety Features

2003 Ford Explorer

- More Passenger & Cargo Room
- Smoother, Rear-Independent Suspension
- More Powerful, Available 4.6L Triton V-8 Engine
- Seats Seven with a New Third Row Seat

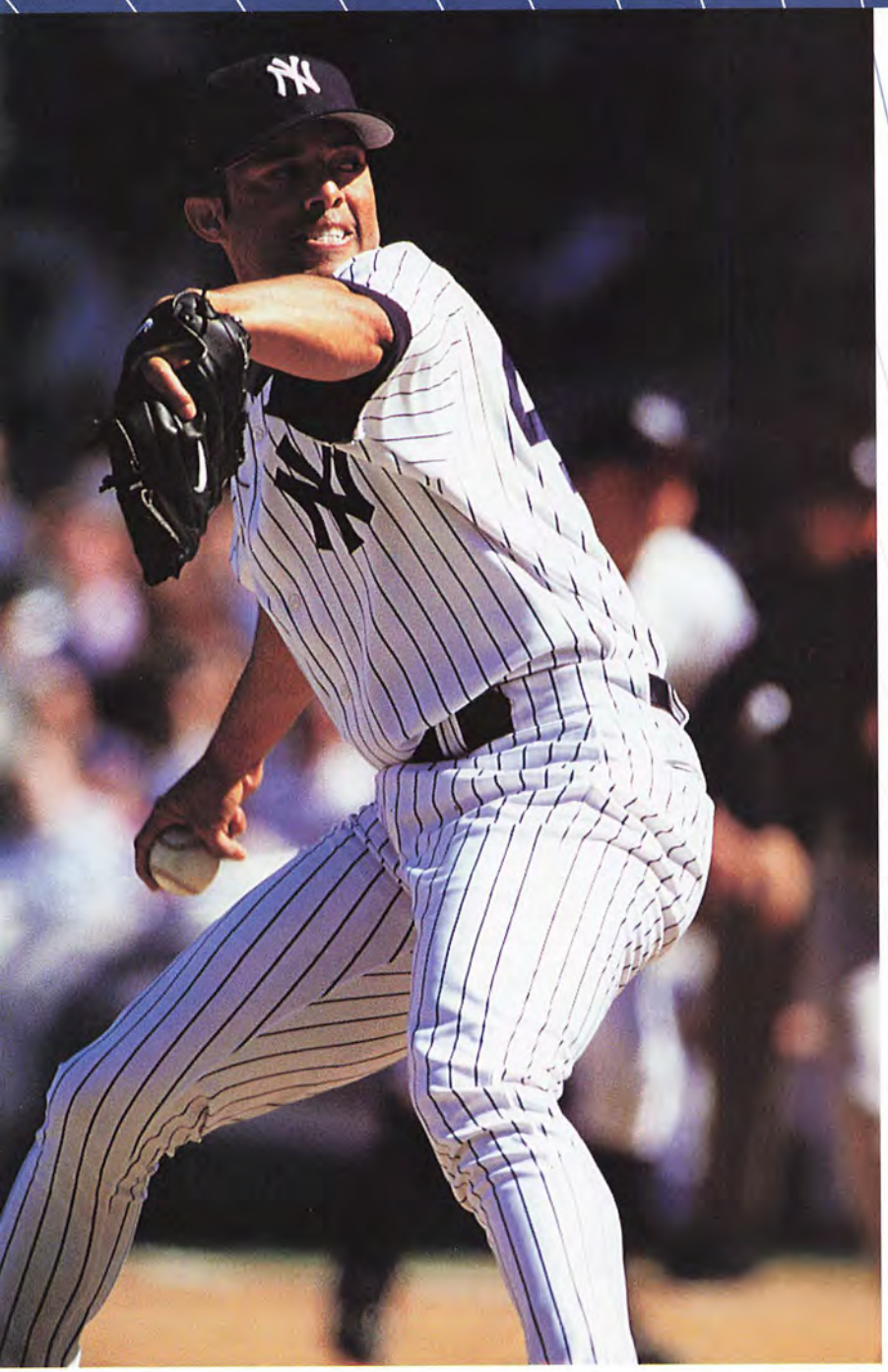
2003 Ford Expedition

- Highest Towing Capacity
- Largest Cargo Volume
- Most Torque
- Power 3rd Row Seat
- 2nd Row Slide Forward Center Seat

Visit your Tri-State Quality Ford Store.

Ford

www.fordvehicles.com



Mariano Rivera is entering his ninth season in the Yankees bullpen and his seventh as their go-to closer. He has developed a reputation as the most deadly finisher in the game, and seemingly does it all with one lethal pitch: a cut fastball that hooks away from righties and jams lefties hard enough to consistently break bats.

Rivera's success has been nothing but consistent. In 1997, his first year as a closer, Rivera saved 43 games. He saved 36 in '98 and he saved 45 in '99 to lead the league. In each of those three seasons, Rivera finished the year with a sub-2.00 ERA. Rivera saved an all-time Yankees-best 50 saves in 2001 and added five more in the playoffs, increasing his postseason total to a record of 24 and his World Series total to a record of eight.

Rivera struggled with shoulder problems that landed him on the 15-day disabled list three times in 2002. Still, he converted 28 of 32 save opportunities, including his 225th on May 9th against Tampa Bay surpassing Dave Righetti as the Yankees all-time leader. At the still-tender age of 33, he is 22nd on the all-time saves list behind Lee Smith's 478.

Rivera's remarkable 0.91 postseason ERA and 6-1 postseason record in 52 playoff games make him an indispensable fixture in the Yankees bullpen.

To beat the Yanks, teams must get through Rivera. And that's never an easy task.

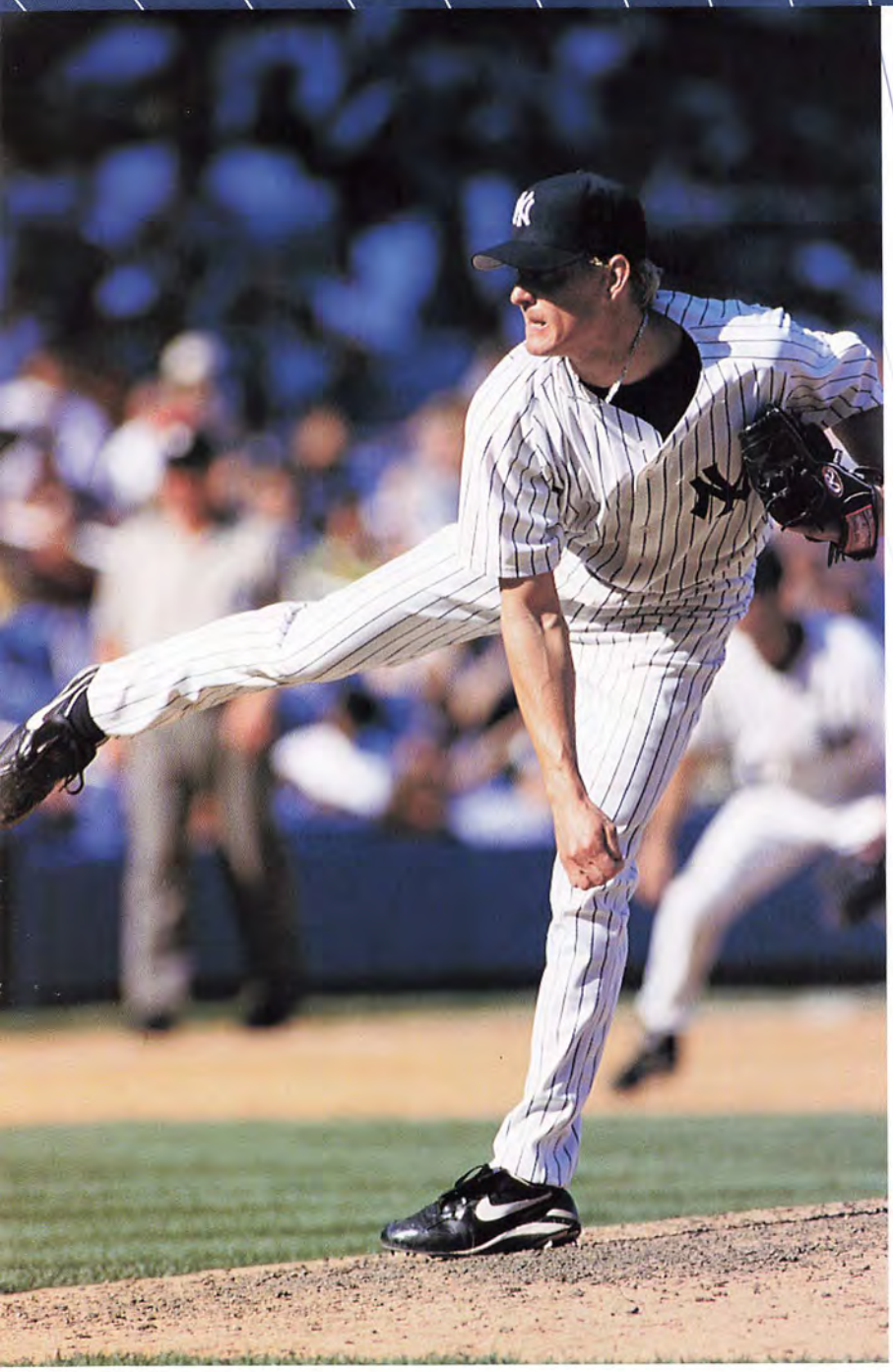
MARIANO RIVERA 42

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	1-4	2.74	45	0	0	0	28	46	35	16	14	11	41
CAREER	38-27	2.60	448	10	0	0	243	579	454	179	167	167	519

Same Tyson Quality with a Bold *New Angle!*

Tyson®

It's what your *family* deserves.™



The Yankees made an investment in their future when they brought 6'5" righty Jeff Weaver to New York from Detroit last July.

The former ace of the Tigers staff willingly filled the role of reliever for manager Joe Torre last season, but was relied on to pick up the slack when Roger Clemens, Andy Pettitte and David Wells missed starts with various ailments. On Sept. 18 of last season, Weaver filled in for Wells and delivered a 7-1 victory over the Tampa Bay Devil Rays.

The 26-year-old takes pride in his ability to go the distance. In 17 games last season with the Tigers, Weaver went at least seven innings in all but five. He led the American League in shutouts with three, all with the Tigers, and finished the year 11-11 with a 3.52 ERA. In 15 appearances with the Yankees, eight as a starter, he was 5-3 with a 4.04 ERA.

In 2001, Weaver set career highs with 13 wins, 229⅓ innings pitched, 152 strikeouts and five complete games.

The three-time All-American at Fresno State was drafted by Detroit in the first round of the 1998 draft and made his pitching debut as a Tiger at age 22. He consistently throws in the 90s and his specialty is a sinking fastball.

Acclimated and at home in New York, Weaver hopes to round out the Yankees rotation in 2003 and help the Bombers in another run for the title.

JEFF WEAVER 18

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	11-11	3.52	32	25	3	3	2	199⅔	193	88	78	48	132
CAREER	44-54	4.30	126	117	10	3	2	792⅓	809	410	379	224	534

Being first to offer new technology has become a habit with us.

For information about Pascack Valley Hospital's network of services or help finding an excellent physician, call us at 201.358.6000, 845.426.5505 or visit our website at www.pvhospital.org.

The best health care complemented with the best technology.

Technology is revolutionizing medicine forever and Pascack Valley Hospital is leading the way. We were the first hospital in New Jersey to offer the full field computerized digital mammography and image checking system. Recently, we added one of the metropolitan area's first GE Discovery LS PET/CT Scanners, enabling our physicians to better detect, and precisely locate cancer. We were also the first hospital in Northern New Jersey to offer the GE LightSpeed Ultra CT Scanner which can quickly and painlessly detect calcium deposits within coronary arteries.

Pascack Valley Hospital's technological leadership does not end there. We were also New Jersey's first hospital to provide the finest in prenatal care with 3-dimensional prenatal ultrasound. And our state-of-the-art technology also includes the Palladium 103 internal radiation therapy that can successfully treat prostate cancer, the Holmium Surgical Laser that disintegrates painful bladder stones and 3D Image Guided Sinus Surgery for safer, minimally invasive treatment for sinus sufferers. All these high-tech services are provided at a Hospital where concern for the patient is number one and our patient satisfaction scores are among the highest in the country.

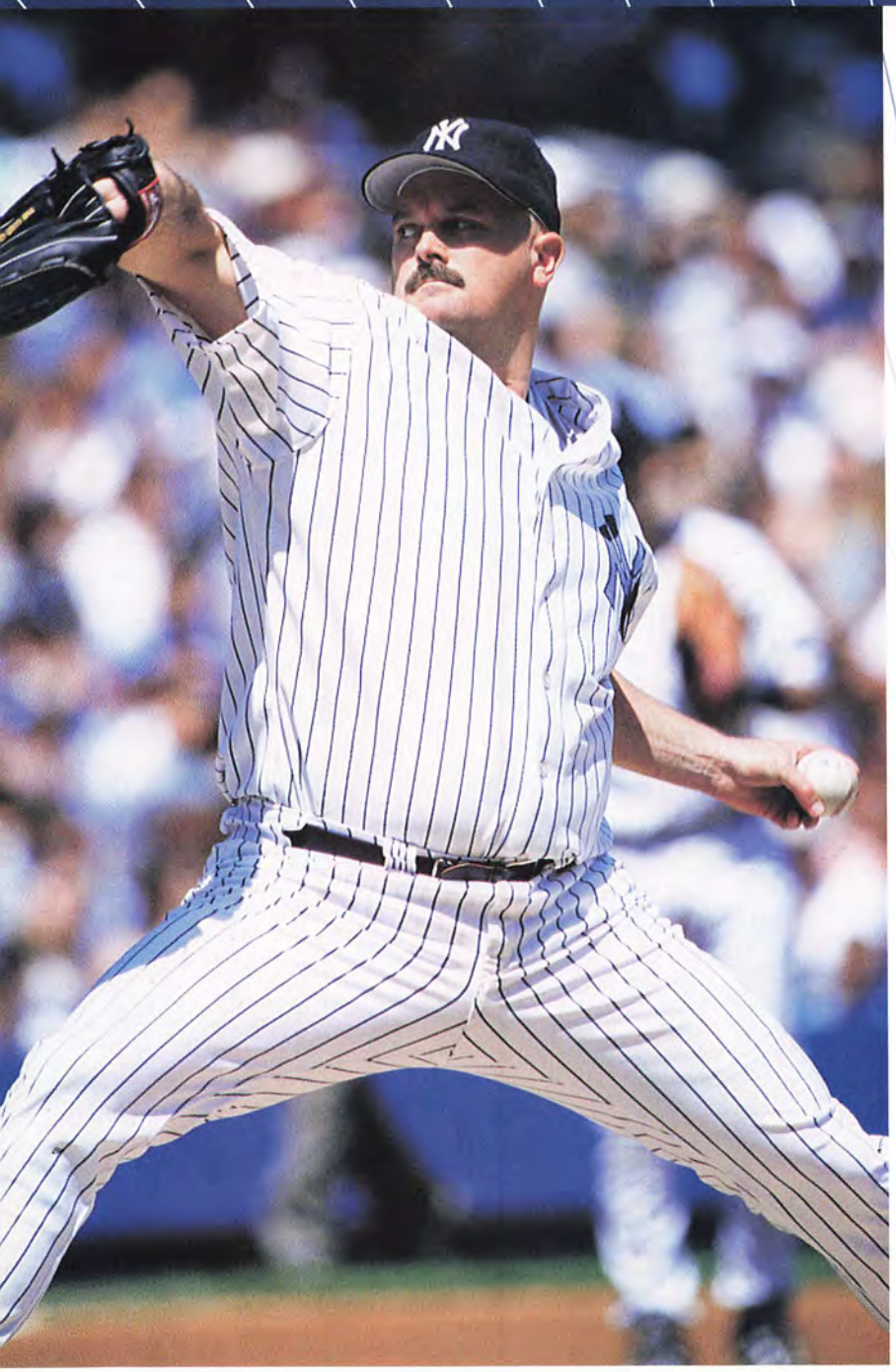
Choose Pascack Valley Hospital.

Accredited by the Joint Commission on Accreditation of Healthcare Organizations. Affiliated with New York Medical College, Westchester Medical Center and Hackensack University Medical Center.

Pascack Valley Hospital

Westwood, New Jersey

The miracle of medicine. The power of people.



David Wells returns for the second year of his second stint with the Yankees as the big man with the sweeping curveball in the back end of the Yankees rotation.

Boomer recovered from back surgery that limited him to 16 starts and a 5-7 record in 2001 with the Chicago White Sox and went on to a 19-7 with a 3.75 ERA as a Yankee in 2002.

In Wells' first stint with the Yankees in 1997 and 1998, he compiled a 34-14 record and earned a reputation as a clutch performer who thrives in the spotlight.

On May 17, 1998, Wells completed the 15th perfect game in major league history against the Minnesota Twins, the first by a Yankee since Don Larsen in the 1956 World Series. Wells finished the 1998 season with an 18-4 record and 3.49 ERA. In the playoffs, he added four more wins—two in the American League Championship Series and one in Game 1 of the World Series—and was voted the ALCS MVP. He is 5-0 with a 2.50 ERA in five postseason starts with the Yankees.

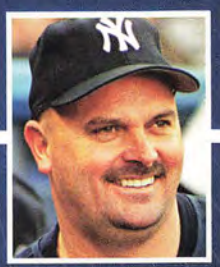
Before returning to the Yankees in 2002, Wells spent two successful years with the Toronto Blue Jays and one with the White Sox. In 2000, he tallied 20 wins for the first time in his career, going 20-8 with a 4.12 ERA.

As a Yankee, Wells is 52-21 and has the highest all-time winning percentage among Yankee southpaws (.712).

Wells, who will turn 40 this year, shows no signs of slowing down any time soon.

DAVID WELLS 33

	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	BB	SO
2002	19-7	3.75	31	31	2	1	0	206⅓	210	100	86	45	137
CAREER	185-121	4.05	526	356	48	11	13	2,613⅓	2,672	1,283	1,176	604	1,772



ACCUTRON

Accutron has traveled to the moon, been presented to royalty and flown on Air Force One.

IRVING MICHAELS
All Connecticut Locations

STUDIO JEWELERS
Bronx, New York

FREILICH JEWELERS
Bronx, New York

MONIQUE FINE JEWELRY
Jackson Heights, New York

FRASSANITO JEWELERS
Huntington, New York

MARLOWE JEWELERS
Richmond Hill, New York

PARIAN JEWELERS
Westwood, New Jersey

Swiss made

800.A.BULOVA
bulova.com

ACCUTRON® IS A REGISTERED TRADEMARK OF BULOVA CORPORATION.
©2003 BULOVA CORPORATION. Style: 26B29

NEWS • BUSINESS • YANKEE BASEBALL • TRAFFIC AND WEATHER TOGETHER® • SPORTS • BULLETINS

WCBS
NEWSRADIO 880

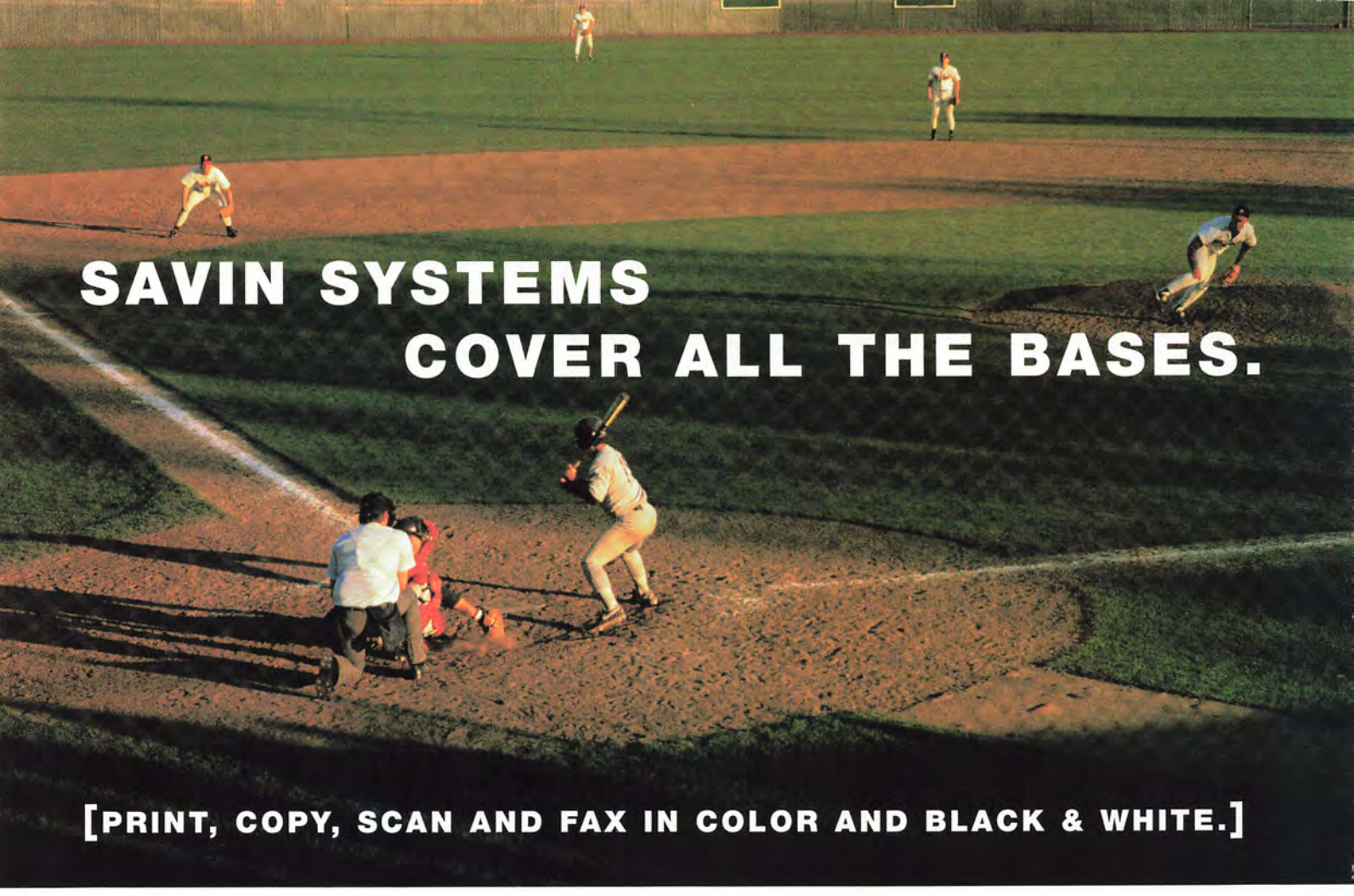
The Official Radio Station
of the New York Yankees

4.6 million members* are covered in blue.

Empire BlueCross BlueShield

Where healthcare spreads its wings.

*Empire managed care and indemnity members nationwide.
Services provided by Empire HealthChoice HMO, Inc. and/or Empire HealthChoice Assurance, Inc., independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.



SAVIN SYSTEMS COVER ALL THE BASES.

[PRINT, COPY, SCAN AND FAX IN COLOR AND BLACK & WHITE.]

When you and your team are giving it your all, Savin high-speed, multifunctional digital imaging systems make your documents look like winners. Savin systems cover all the bases—from content input to document output, not to mention, all that in-betweenput. Black and white or full-color printing—that's your call. They're lightning fast, versatile and efficient—true utility players. They're also affordable and play well on networks—which is why workgroups, techy-types and finance folks are all big fans of Savin systems.

Need a little coaching on which Savin system is right for you? Visit Savin at **www.savin.com** where you can also search for our real MVPs, the Savin dealers near you.

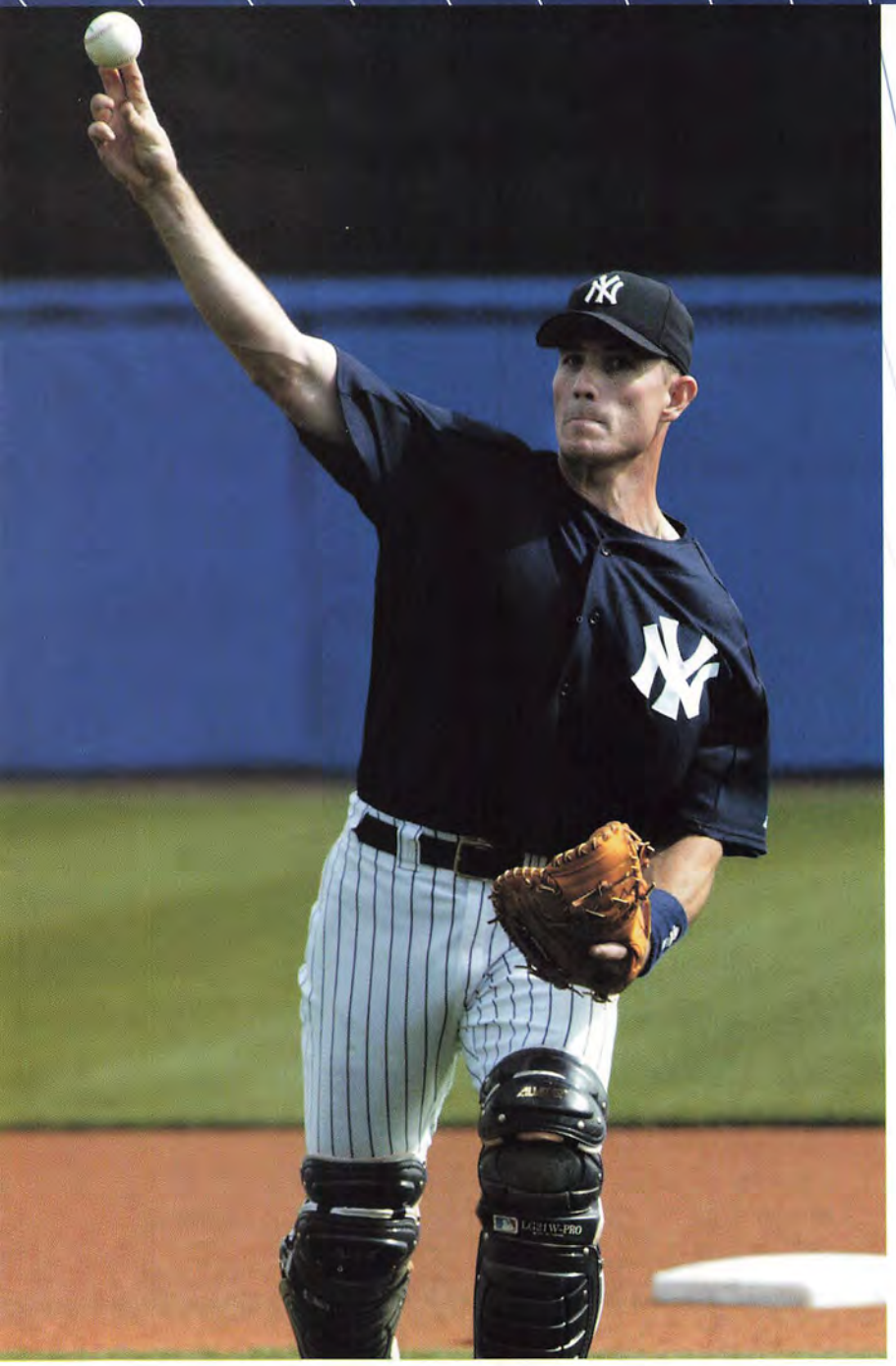
savin®

www.savin.com

JOHN FLAHERTY

JORGE POSADA

CATCHERS



After five seasons with the Tampa Bay Devil Rays, catcher John Flaherty filed for free agency in the hopes of becoming a backup on a championship-caliber club. His wish couldn't have been answered more emphatically when the Yankees called on him as a non-roster invitee to spring training.

Flaherty's experience and professionalism impressed manager Joe Torre, who conceded that the 11-year veteran would make an admirable backup for Jorge Posada.

Flaherty began his professional career in Boston in 1992, moving on to the Detroit Tigers in 1994 and the San Diego Padres in 1996 where he succeeded in going on a 27-game hitting streak, the second longest ever by a major-league catcher. He joined the expansion Devil Rays in 1998 and was one of two players (along with Fred McGriff) to start Tampa Bay's first four season openers.

As a Devil Ray, Flaherty experienced his most productive season in 1999, hitting career highs in home runs (14) and RBI (71) with a .278 batting average. In 2001, Flaherty finished the season tied for second among AL catchers with a .993 fielding percentage.

Last year, Flaherty made the transition from starter to backup and posted a .260 average with 20 doubles while notching a 12-game hitting streak.

His top-notch handling of pitchers and excellent game-calling abilities will surely make him a valuable asset coming off the Yanks' bench on the road to a 27th world championship.

JOHN FLAHERTY 17

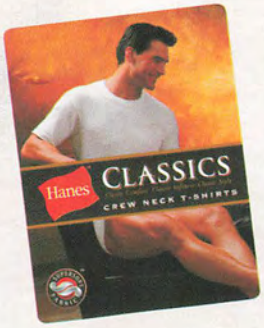
	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	76	.260	281	27	73	20	0	4	33	15	50	2
CAREER	913	.255	3,013	282	768	154	3	68	354	160	444	10

Hanes® CLASSICS

100% COTTON

THE ULTIMATE IN COMFORT RIGHT DOWN TO THE TAG (or lack thereof)

SUPERSOFT™ FABRIC



When designing our new Hanes Classics® T-shirts, we started from scratch, literally. Those itchy neck tags have been replaced with Tagless labels that are printed directly on the fabric. So the only thing you feel is Supersoft 100% ring-spun cotton. And it doesn't get much softer than that.

Try the full line of Hanes Classics men's underwear, and experience the ultimate in comfort.

AVAILABLE AT SEARS

www.hanes.com 1-800-994-4348

Hanes®

Hanes comfort. It's a beautiful thing.™

© 2002 Hanes

Perhaps the most memorable moment for a Posada during the 2002 season didn't involve the Yankees catcher, but his son, Jorge IV. After being named to his third All-Star Game, Jorge let his two-year-old run onto the field during pre-game introductions.

While little Jorge may have stolen the show that night, his dad managed to provide many other moments in 2002. Posada hit .268 with 20 homers and a career high 99 RBI and once again proved to be one of the most productive catchers in the game. He drove in more runs than any other backstop and stroked a career-high 40 doubles, establishing the franchise record for most doubles by a catcher in a season. His 266 RBI over the last three seasons trail only Mike Piazza's 279 for most by a catcher over that span.

The Puerto Rico native started in the Yankees organization as a second baseman but made the transition to catcher in 1992. He made his debut with the Yankees in '95 and got to the Bronx for good in '97. Splitting time with Joe Girardi in '98, Posada showed impressive potential, hitting .268 with 17 home runs and 68 RBI. He took over the job full-time in 2000 and has hit at least 20 home runs and driven in at least 86 runs in his three seasons as the Yankees' everyday catcher.

Along the way, he's produced some key hits, including a home run in Game 3 of the 2001 ALDS to give the Bombers a 1-0 victory.

Little Jorge IV, as well as Yankees fans everywhere, will be thrilled to see more hits like that from his dad this year.

JORGE POSADA 20

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	143	.268	511	79	137	40	1	20	99	81	143	1
CAREER	724	.268	2,439	366	653	157	5	105	425	381	648	7

You want to be a part of it?

BOSE®

Let the Bose®

Lifestyle® 35 home entertainment system take you to the game...

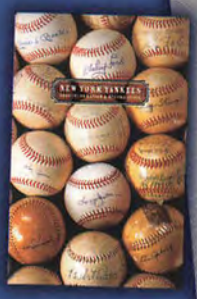
COME SEE US AT
STEREO EXCHANGE
TO GET YOUR
BOSE EXPERIENCE

STEREO EXCHANGE

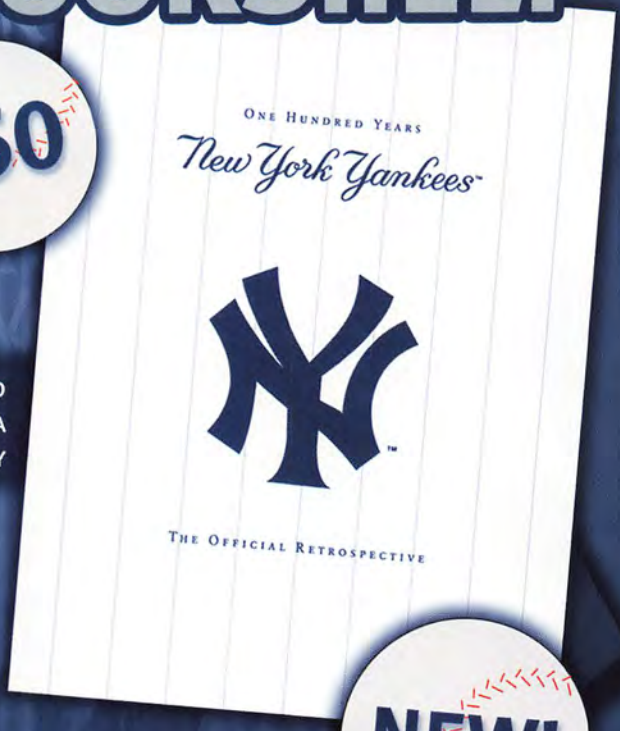
627 Broadway
New York, NY 10012
212-505-1111
800-833-0071
www.stereoexchange.com

2003 Bose Corporation

COMPLETE YOUR COLLECTION FROM THE YANKEES BOOKSHELF



$50



"ONE HUNDRED YEARS," THE ONLY AUTHORIZED, LICENSED RETROSPECTIVE OF THE YANKEES' CENTENNIAL, IS A TIMELESS ADDITION TO YOUR PINSTRIPER LIBRARY

2003 PUBLICATIONS ARE NOW AVAILABLE!

QTY	PUBLICATION	PRICE
☐	OFFICIAL 100TH ANNIVERSARY BOOK	$50
☐	2003 MEDIA GUIDE	$15
☐	2003 YEARBOOK	$20

NEW!

PLAYOFF PROGRAMS

QTY	PROGRAM	PRICE
☐	1998 ALDS PROGRAM	$7
☐	1998 ALCS PROGRAM	$8
☐	1998 WS PROGRAM	$10
☐	1999 ALCS PROGRAM	$7
☐	1999 WS PROGRAM	$10
☐	2000 ALDS PROGRAM	$7
☐	2000 ALCS PROGRAM	$8
☐	2000 WS PROGRAM	$10
☐	2001 WS PROGRAM	$10
☐	PLAYOFF PACKAGE (ALL 9)	$60

YEARBOOKS & MEDIA GUIDES

QTY	PROGRAM	PRICE
☐	1999 YEARBOOK	$7
☐	2000 YEARBOOK	$7
☐	2001 YEARBOOK	$7
☐	2002 YEARBOOK	$7
☐	YEARBOOK PACKAGE (ALL 4)	$25
QTY	**MEDIA GUIDES**	**PRICE**
☐	1998 MEDIA GUIDE	$7
☐	1999 MEDIA GUIDE	$7
☐	2000 MEDIA GUIDE	$7
☐	MEDIA GUIDE PACKAGE (ALL 3)	$16

YANKEES MAGAZINE AVAILABLE BACK ISSUES

QTY	2000 MAGAZINE (COVER)	PRICE
☐	VOL 20–10 (O'NEILL)	$6
☐	VOL 20–12 (WILLIAMS)	$6
☐	VOL 21–1 (JETER)	$6
☐	VOL 21–2 (BERRA)	$6
☐	VOL 21–3 (CLEMENS)	$6
☐	VOL 21–6 (RIVERA)	$6
☐	VOL 21–7 (JACKSON)	$6
☐	VOL 21–10 (MUSSINA)	$6

QTY	2001 MAGAZINE (COVER)	PRICE
☐	VOL 22–1 (STOTTLEMYRE/ROTATION)	$6
☐	VOL 22–3 (POSADA)	$6
☐	VOL 22–4/5 (SUBWAY SERIES)	$7
☐	VOL 22–6 (PETTITTE)	$6
☐	VOL 22–7 (CLEMENS)	$6
☐	VOL 22–8 (WILLIAMS/JETER)	$6
☐	VOL 22–9 (NYPD SALUTE)	$6
☐	VOL 22–10 (TORRE/BUSH)	$6

QTY	2002 MAGAZINE (COVER)	PRICE
☐	VOL 23–1 (GIAMBI)	$6
☐	VOL 23–2 (WELLS)	$6
☐	VOL 23–3 (JETER/TORRE/GIAMBI)	$6
☐	VOL 23–4 (SORIANO)	$6
☐	VOL 23–6 (FORD/RIZZUTO/BERRA)	$6
☐	VOL 23–7 (GIAMBI)	$6
☐	VOL 23–8 (PETTITTE/CLEMENS)	$6
☐	VOL 23–9 (JACKSON)	$7

☐ MAGAZINE PACKAGE (PICK ANY 12) $50

CALL 1.800.GO.YANKS

OR SEND A CHECK OR MONEY ORDER TO: YANKEES BOOKSHELF ▸ P.O.BOX 430 ▸ NORWOOD, N.J. 07648

SHIPPING CHARGES: UP TO $20.00, PLEASE ADD $3.95 ▸ $20.01 TO $40.00, PLEASE ADD $5.95 ▸ $40.01 TO $60.00, PLEASE ADD $7.95 ▸ $60.01 AND ABOVE, PLEASE ADD $9.95

SUBTOTAL $ _____ **SHIPPING CHARGE $** _____ **TOTAL ENCLOSED $** _____

NEW YORK
& COMPANY
www.nyandcompany.com
$25
gift certificate
toward any purchase of $75 or more.
doubles to $50
with your purchase of $150 or more.
NEW YORK
& COMPANY
Please call 1-800-853-2920 for the store nearest you or visit us at
www.nyandcompany.com.
Only one certificate, coupon or discount per purchase. Not valid on previous purchases, redlines, gift certificate of gift card purchases. Not redeemable for cash, nor accepted as payment for any credit card account. Certificate may be used only once. A percentage of the discount will be lost for each item returned that yields a balance below required purchase amount. Ring 7571
VALID NOW THROUGH 12/31/2003
Great Style. Great Value.
Available at New York & Company and Lerner New York stores.

When you need a home run, put a power hitter to work for you.

Century 21®

Real Estate for Your World℠

www.century21.com/newyork

1-800-537-8108

©2002 Century 21 Real Estate Corporation. ® and SM licensed trademark and servicemark to Century 21 Real Estate Corporation.
An Equal Opportunity Company. Equal Housing Opportunity. EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED.

JASON GIAMBI

DEREK JETER

ALFONSO SORIANO

ROBIN VENTURA

INFIELDERS

Down three runs in the bottom of the 14th inning, it appeared the Yankees were going to come away empty that night last May. Then, with the bases became loaded, all eyes focused on newly acquired slugger Jason Giambi as he stepped to the plate.

The Bombers' big free-agent prize responded by knocking a pitch halfway up the bleachers, giving the Bombers a 13-12 win over Minnesota.

It was the moment the "Giambino" officially arrived as a Yankee. To make the occasion even more auspicious, it marked only the second time in history a Yankee hit a walk-off grand slam to win the game.

The only other Bomber to do it was the Bambino himself, Babe Ruth.

Giambi put up other big numbers in 2002, taking advantage of the same short right-field porch built for the Babe.

In Giambi's first year in pinstripes, the first baseman finished near the top of all major hitting categories in the American League, hitting .314 (sixth) while leading his team with 41 home runs (fourth) and 122 RBI (fifth).

Since coming up with Oakland in 1995, Giambi has developed into one of the most feared hitters in the game. His crowning achievement came in 2000, when he won the AL MVP Award after leading the A's to a division title by hitting .333 and establishing career highs with 43 homers and 137 RBI. The next season, Giambi hit a career-high .342 while clocking 38 dingers and driving in 120.

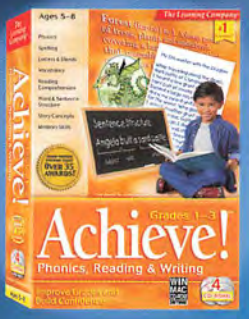
His numbers helped Oakland to the AL wild card, where they lost in a five-game Division Series to the Yankees for the second straight season.

As Jason begins his second year in the Bronx, the Yankees and their fans will be looking forward to many more Giambino blasts.

JASON GIAMBI 25

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	155	.314	560	120	176	34	1	41	122	109	112	2
CAREER	1,108	.309	3,958	721	1,224	262	8	228	797	695	714	11

The Learning Company®

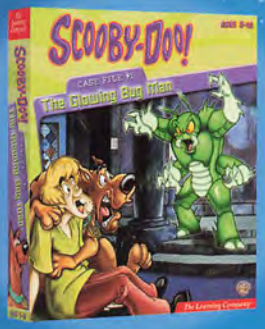


Achieve!™ Phonics, Reading, & Writing Grades 1-3

Encourage children to achieve their personal best! Four award-winning software titles help children develop phonics, reading and writing skills and build confidence in school.

Achieve!™ Math & Science Grades 3-6

Encourage children to achieve their personal best! Four award-winning software titles help children develop math and science skills and build confidence in school.



Scooby-Doo™ Case File #1: The Glowing Bug Man

Crack the case of the Glowing Bug Man! Join Scooby and the gang on a hunt for clues to solve this creepy mystery.

Adventure Workshop™ 4th Edition

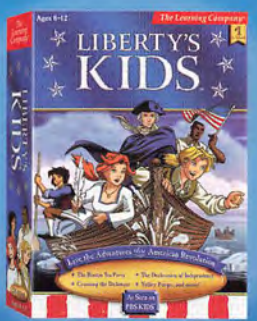
Learning has never been so much fun! With Adventure Workshop™, you get three classic, award-winning software titles for the price of one.

The Powerpuff Girls™ Mojo Jojo's™ Clone Zone

Join Bubbles, Blossom and Buttercup to battle the evil Mojo Jojo and save Townsville! Along the way, test math, reading and thinking power.

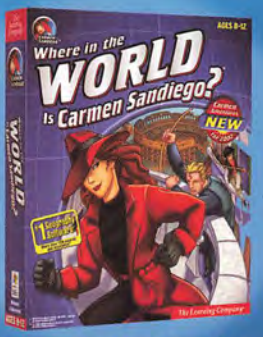
Reader Rabbit® Learn to Read with Phonics™ Preschool & Kindergarten and 1st & 2nd Grade

Build essential reading skills through fun phonics activities and storybooks with Reader Rabbit. From learning the alphabet to reading words and sentences - this program is a first step toward developing a life-long love of reading.



Liberty's Kids™

Join the excitement and live the adventure of the American Revolution! Embark on a journalistic quest as you report on important events from the American Revolution!



Where in the World is Carmen Sandiego®

Use your world geography and decision-making skills to solve challenging missions and uncover the stolen Treasures of Knowledge! Includes challenging missions with more than 30 countries to explore.

EVERYONE
E
CONTENT RATED BY ESRB

The Learning Company Software can be found anywhere software is sold.

© 2003 Riverdeep Interactive Learning Limited, and its licensors.
THE POWERPUFF GIRLS and all related characters and elements: TM & © Cartoon Network (S03). SCOOBY-DOO and all related characters and elements: TM & © Hanna-Barbera (S03).

Rating applies to The Powerpuff Girls™ Mojo Jojo's™ Clone Zone only.

It seems like only yesterday that a 21-year-old named Derek Jeter became the Yankees' everyday shortstop. Now, seven seasons later, Jeter finds himself on the verge of reaching the halfway point to one of baseball's most prestigious milestones: 3,000 hits.

Jeter has already collected 1,390 and should pass the 1,500 plateau this year.

Jeter collected 191 of his hits in 2002, to go along with a .297 average, 18 homers and 75 RBI, and was third in the AL with 32 stolen bases (a career high) and 124 runs. In addition, he was selected to his fifth All-Star Game.

Jeter made an immediate splash in the majors by becoming AL Rookie of the Year in '96 after hitting .314 with 10 home runs and 78 RBI.

He continued to develop as an offensive force and had his best season in '99, hitting .349 with 24 home runs, 102 RBI, and a league-leading 219 hits.

He now ranks fifth on the Yankees' all-time list with a .317 career average behind Hall of Famers Babe Ruth (.349), Lou Gehrig (.340), Joe DiMaggio (.325) and Earle Combs (.325).

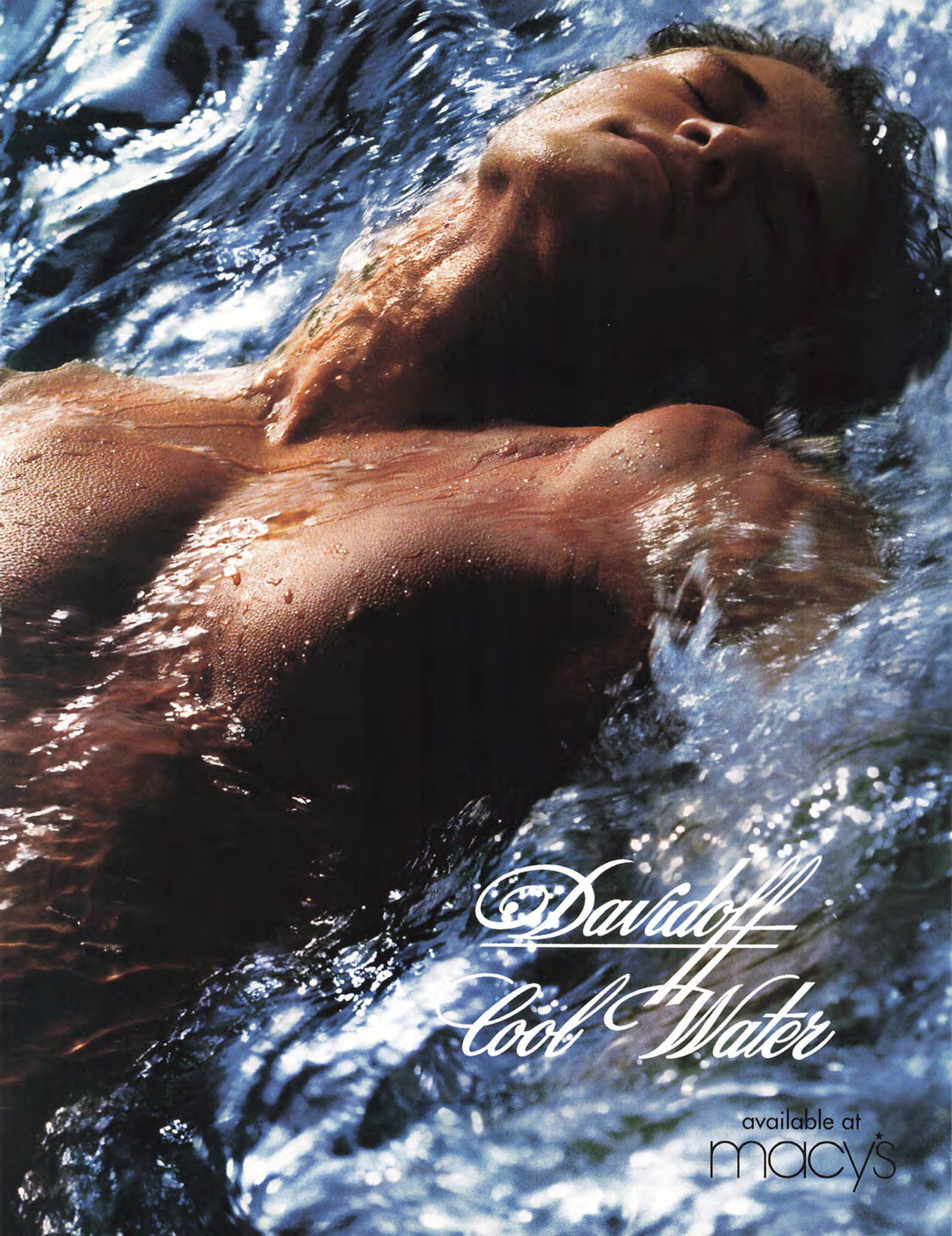
While Jeter has certainly been brilliant in the regular season, he's shined even brighter in the postseason. He was an indispensable contributor to the Yankees' four world championships and five pennants in his first six seasons. He's come up with countless big hits and big plays in the field.

In the 2000 Subway Series, he was named MVP after hitting .409 with two home runs and six runs scored. In 2001, his unbelievable play in Game 3 of the Division Series—where he flipped an overthrown ball backhanded to Jorge Posada to nail the tying run at home—helped save the Yanks' season.

That's the kind of Jeter magic the Yankees will be looking for to help them return to baseball's pinnacle in 2003.

DEREK JETER 2

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	157	.297	644	124	191	26	0	18	75	73	114	32
CAREER	1,093	.317	4,388	829	1,390	214	38	117	563	470	785	167


Davidoff
Cool Water
available at
macy's

Alfonso Soriano was always expected to be a standout player, but it might have been hard to imagine he would stand out so much so soon.

In just his second full season, the Dominican Republic native put up very un-second-baseman-like numbers, falling just one home run short of becoming the fourth player in history to go 40-40.

The list of Soriano's 2002 accomplishments runs longer that one of his line drives: overall, he hit .300 with 39 homers and 102 RBI. He led the AL with 209 hits, 128 runs, 41 stolen bases, 69 multi-hit games and 92 extra-base hits, and he was second in the AL with 381 total bases and third with 51 doubles.

He became the first second baseman in history to reach 30 home runs and 30 stolen bases, and his 39 home runs established the single-season AL record for most homers by a second baseman.

His 99 RBI from the leadoff position fell one shy of tying the highest total by a leadoff batter in baseball history. In addition, his 51 doubles established a Yankees record for most doubles in a season by a righthanded batter, falling only two shy of tying Don Mattingly's franchise record 53.

All this followed Soriano's impressive rookie season of 2001, which saw him hit .268 with 18 home runs and 73 RBI.

Still, few could have known he'd break out the way he did in 2002. It'll be fun to see if the 25-year-old Soriano can stand out even more in 2003 as he attempts to lead the team to another title.

ALFONSO SORIANO 12

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	156	.300	696	128	209	51	2	39	102	23	1,157	41
CAREER	345	.281	1,328	212	373	88	5	60	179	53	300	86

CATCH ONE.

(actual size)

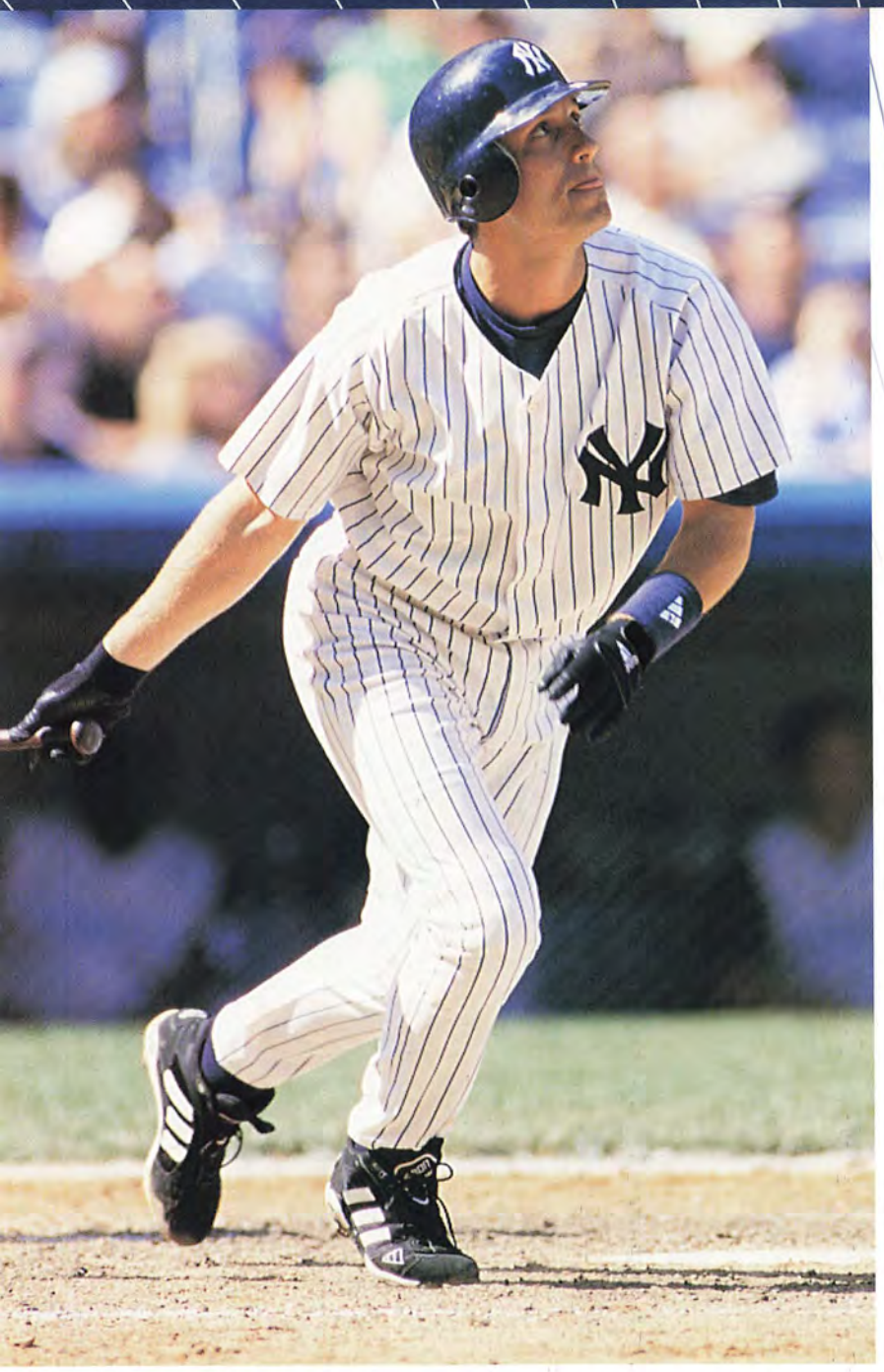
The 3.5 ounce PENTAX Optio S is one of the smallest 3.2 megapixel cameras in the world. With a hefty 3X zoom lens, superior image resolution, and durable brushed aluminum body, this little camera has major league power.

Buy digitalDirect

1625 Gravesend Neck Road
Brooklyn, NY 11229
(866)438-3448
www.buydigitaldirect.com

PENTAX™
pentaxdigital.com

Optio
Digital



When the Yankees acquired Robin Ventura after the 2001 season, it was assumed he would simply serve as a one-year stopgap until superprospect Drew Henson was ready. How wrong was that assumption?

In addition to providing solid defense at the hot corner, the six-time Gold Glover proved to be one of the most productive third baseman in the league, hitting .247 with 27 home runs and 93 RBI and getting picked for his second All-Star Game.

Putting up big offensive numbers is nothing new to the lefty-swinging California native. Starting with his days at Oklahoma State, where he was named College Player of the Decade by *Baseball America*. He was named *Baseball America* College Player of the Year in 1987 after hitting an amazing .428 with 21 home runs and 110 RBI.

While earning All-America honors all three years at Oklahoma State, he's most known for his 58-game hitting streak, an NCAA record broken just this year.

Ventura was the first-round pick of the White Sox in the 1988 draft and made his debut with Chicago in '89. He became their full-time third baseman the next year, when he established himself as one of the game's elite glovemen.

In 1999, he left the Windy City to sign with the Mets as a free agent and enjoyed a career year, hitting .301 with 32 home runs and 120 RBI.

Now, the man who was once considered a stopgap is one of the main cogs in another Yankees title pursuit.

ROBIN VENTURA 19

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	141	.247	465	68	115	17	0	27	93	90	101	3
CAREER	1,839	.269	6,520	945	1,753	317	13	275	1,099	995	1,061	24

THERE ARE TIMES YOU FIND CHAMPIONS IN PLACES YOU LEAST EXPECT.

Calvary Hospital provides the best professionals in the field. It, too, is unique in that it's the nation's only acute care hospital providing palliative care to advanced cancer patients. And it has not only set the standard for compassionate end-of-life care, like any winning team, it's made up of true champions! Champions like our patients and their families. Special doctors and nurses. Medical technicians. Social workers. Support staff. Clergy. And others.

◆ All champions. All heroes. Calvary Hospital. Proud to be the model for the relief of cancer pain and symptoms. Proud to be, for over a century, where life continues.

◆ **For more information, call us today at 1-718-518-2300.**

CALVARY HOSPITAL

The Model for the Relief of Cancer Pain and Symptoms for Over a Century

1740 Eastchester Road ◆ Bronx, NY 10461 ◆ www.calvaryhospital.org
Calvary Hospital Inpatient Service ◆ Outpatient Services ◆ Calvary @ Home
Satellite Services at Lutheran Medical Center, Brooklyn, NY

Unilever

Unilever Bestfoods *North America*

Making Life Taste Great!

HIDEKI MATSUI

RAUL MONDESI

BUBBA TRAMMELL

BERNIE WILLIAMS

OUTFIELDERS

Once again, Godzilla has invaded New York. But this time, the Big Apple is glad to have him.

Hideki Matsui, who dominated Japan's Central League and was nicknamed for the legendary film monster, is getting a chance to test his skills at the highest level with the sport's most famous team.

After starring for the Yomiuri Giants, whose winning tradition makes them known as the Yankees of Japanese baseball, the lefty-swinging Matsui signed a three-year deal with the Bombers during the offseason to play in the outfield.

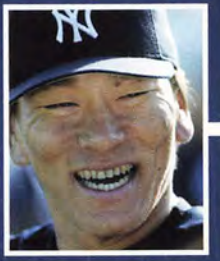
Upon signing with the Yankees, the 6'2", 234-pound Matsui imagined what it would be like to wear pinstripes saying: "I can't wait to stand in the batter's box at Yankee Stadium, where many honorable players and very famous players have stood. I can't wait to get my chance."

His numbers in Japan suggest he'll make the most of that chance. Last year, he won his third league MVP award and hit .334 with 50 home runs and 107 RBI, leading the Giants to victory in the Japan Series. In 10 seasons in Japan, Matsui was a career .307 hitter with 332 home runs and 889 RBI.

Numbers like those convinced Matsui and many baseball observers that he can compete at the major-league level. As a result, he became just the 17th player from Japan to make the jump to the majors. Matsui is also the first Japanese player import known primarily as a power hitter, and the Yankees are confident he'll make a monster impact.

HIDEKI MATSUI 55

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	140	.334	500	112	167	27	1	50	107	114	104	3
CAREER	1,268	.304	4,572	901	1,390	245	16	332	889	844	934	46



Introducing Home Depot's New Starting Lineup!

Makes you wanna go outside and play. And we've got just what you need to get started. Over 10,000 of the toughest, most powerful lawn and garden tools you can find. All the best brands at the guaranteed low price. Everything you need to turn your yard into a playground.

JOHN DEERE

Now, new for 2003, Home Depot is proud to offer the Legendary John Deere® 100 Series Tractors. Nothing runs like a Deere® because nothing is built like one. So stop by The Home Depot today and let the games begin.

You Can Do It. We Can Help.

Yankees fans are accustomed to seeing their right-fielder display a laser-like arm. For nine seasons, there was Paul O'Neill. Now, there's Raul Mondesi.

Mondesi brought his feared cannon and dangerous bat to the Bronx last summer from Toronto, hitting .241 with 11 homers, 18 doubles and 43 RBI in 71 games. Overall in 2002, the Dominican Republic native hit .232 with 26 homers and 88 RBI.

From the start of his career, Mondesi proved to be a threat both in the field and at the plate. He made his big-league debut with the Dodgers in 1993 and won the NL Rookie of the Year Award in '94, hitting .306 with 16 home runs and 56 RBI. He hit .310 with 30 home runs and 87 RBI in '97 with LA, while also stealing 32 bases. He went 30-30 for the second time in '99, hitting .253 with 33 homers, 99 RBI and 36 stolen bases.

Mondesi was then traded to Toronto before the 2000 season. He made a successful adjustment to the American League in 2000, hitting .271 with 24 home runs, 67 RBI and 22 stolen bases in just 96 games for the Blue Jays.

This season, the warning from the Yankees' 32-year-old rightfielder to Yankees opponents will be a familiar one: run at your own risk.

RAUL MONDESI 43

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	146	.232	579	90	132	34	1	26	88	59	103	15
CAREER	1,307	.276	5,016	799	1,385	272	44	240	757	394	967	207

SAMSUNG DIGITall
everyone's invited™

Park Avenue Players

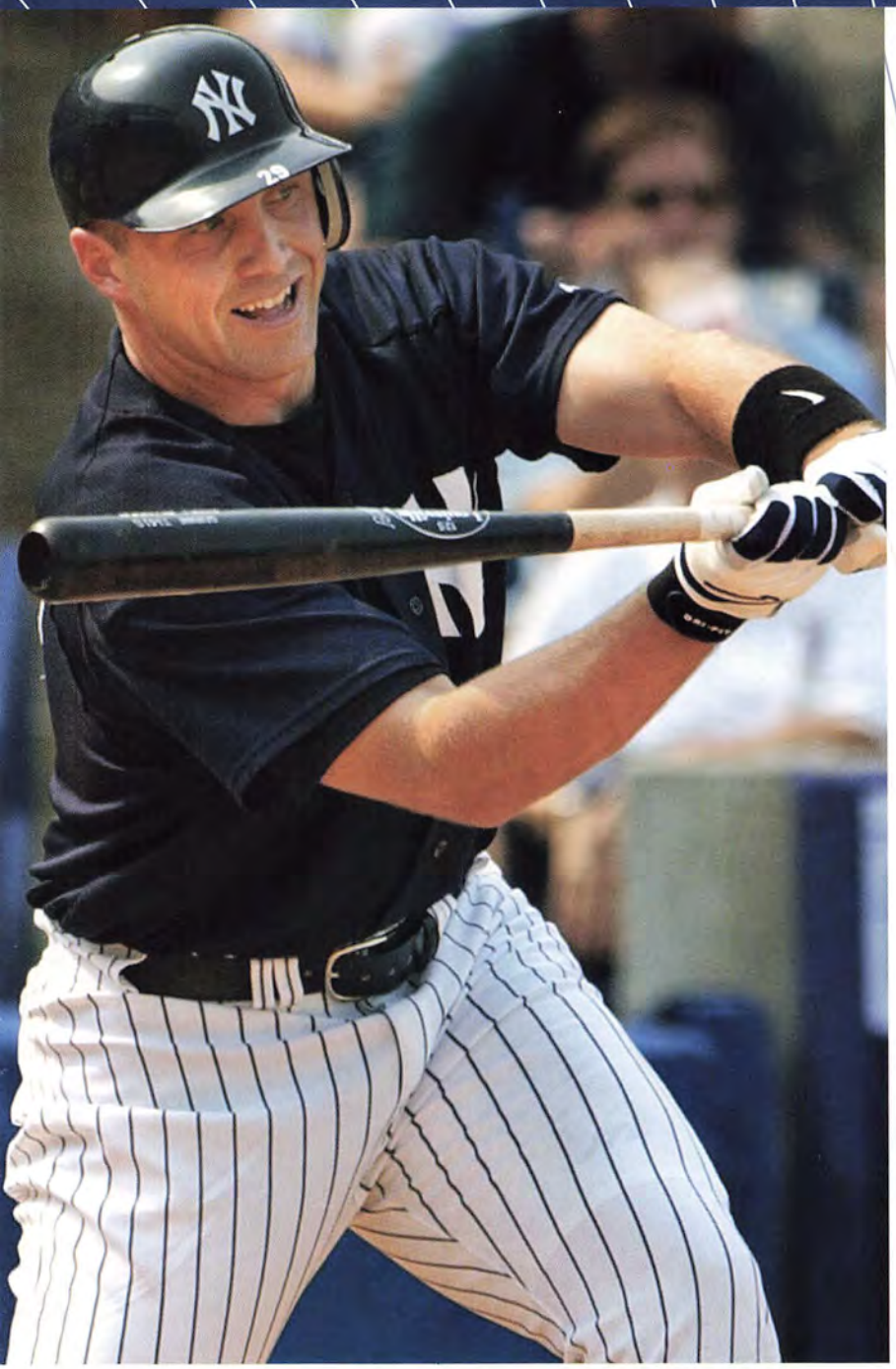
SPH i500 **The C.E.O.**
Enviable power.
Always connected.

SCH a530 **Pop Star**
Loves to play.
Drop dead looks.

SGH v205 **Media Mogul**
Camera in hand.
Ready for anything.

Call 1-800-SAMSUNG or visit
www.samsungusa.com/wireless

SAMSUNG



Bubba Trammell makes his Yankees debut this season, coming over from San Diego in a trade for Rondell White. Though White was the starting left-fielder in 2002, the acquisition of Japanese sensation Hideki Matsui suddenly crowded the ever-changing Yanks' outfield. Trammell comes to New York as an experienced fourth outfielder and is familiar with serving as a righthanded DH in the American League.

Trammell, 31, has had a six-year major league career spent with four teams: the Detroit Tigers, Tampa Bay Devil Rays (where he enjoyed two successful stints), the New York Mets and, most recently, with the San Diego Padres.

His breakout year came in 2001, when he hit .261 with 25 homers and 92 RBI. Last year, he struggled in a platoon outfielder role with the Padres, batting .243 with 17 homers and 56 RBI. Still, there were moments of brilliance as on June 23 when he collected four hits, including two home runs. He again walloped two dingers in a game later in the season in August.

At the plate, Trammell possesses a good batting eye and the ability to drive the ball to all fields with power. In the field, the 6'3", 205-pound righty has an accurate arm, good range and a reputation for never missing the cutoff man. Trammell brings with him a powerful bat, a hard-working approach and a team-first attitude. Indeed, Trammell is a professional player and will serve as an ideal fourth option for manager Joe Torre in an impressive Yankees outfield.

BUBBA TRAMMELL 29

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	133	.243	403	54	98	16	1	17	56	53	71	1
CAREER	.263	562	1,743	239	458	91	7	82	280	204	315	10

EITHER RIDE IT, OR FOLLOW.

- *Liquid cooling with double-overhead camshafts and four valves per cylinder*
- *Stainless-steel exhaust pipes for enhanced sport styling*
- *Clutch and clutch-actuating system provide light, precise operation*
- *Narrow bodywork provides exceptionally efficient aerodynamics*
- *Fully adjustable conventional forks are lightweight and provide smooth performance in a variety of track conditions*

It came. It saw. It conquered. Gotta love a bike that not only knows what it wants, but has the equipment and talent to get there. And the lighter, shorter, narrower GSX-R600 has plenty to spare.

GSX-R600

NEW JERSEY

THE MOTORCYCLE MALL
BELLEVILLE, NJ
973.751.4545

BERGEN SPORT CYCLES
LODI, NJ
973.478.7711

RIZZON CYCLE
MIDDLESEX, NJ
732.271.1616

MONMOUTH SUZUKI
MIDDLETOWN, NJ
732.671.1073

THE MOTORCYCLE STOP
NEPTUNE , NJ
732.776.8992

POMPTON SUZUKI
POMPTON PLAINS, NJ
973.839.1117

SUZUKI OF RAMSEY
RAMSEY, NJ
201.825.3381

SUSSEX MOTORSPORTS
SUSSEX, NJ
973.875.5400

WHEELS MOTORSPORTS
TOMS RIVER, NJ
732.914.9104

NEW YORK

FORMULA 1 SUZUKI
BAY SHORE, NY
631.969.9480

CYCLE WORLD
BRONX, NY
718.828.8599

KING CYCLES
BROOKLYN, NY
718.773.2279

EXTREME MOTORSPORTS SUZUKI
FREEPORT, NY
516.867.6363

HAVERSTRAW MOTOR SPORTS
HAVERSTRAW, NY
845.429.0141

CROSSBAY SUZUKI
HOWARD BEACH, NY
718.738.7618

JETSPORT SUZUKI
HUNTINGTON STATION, NY
631.427.4400

HUDSON VALLEY MOTORCYCLE SALES
MILLWOOD, NY
914.762.2722

SUZUKI OF MINEOLA
MINEOLA, NY
516.248.5555

MORONEY'S CYCLE
NEW WINDSOR, NY
845.564.5400

CAMROD MOTORSPORTS
NEW YORK, NY
212.582.3500

THOMAS MOTORSPORTS
PORT JEFFERSON STATION, NY
631.588.3399

DUTCHESS RECREATIONAL VEHICLES
POUGHKEEPSIE, NY
845.454.2810

MAXIMUM MOTORSPORTS
RIVERHEAD, NY
631.727.5988

ISLAND CYCLE SALES
STATEN ISLAND, NY
718.966.0606

SUZUKI
www.suzuki.com

Official Motorcycle & ATV of

SUPER CHEW SHOW ASSN
NHRA

At Suzuki, we want every ride to be safe and enjoyable. So always wear a helmet, eye protection and protective clothing. Never ride under the influence of alcohol or other drugs. Study your owner's manual and always inspect your Suzuki before riding. Take a riding skills course. For the course nearest you call the Motorcycle Safety Foundation at 1-800-446-9227. Suzuki engineered the GSX-Rs for experienced riders. Suzuki firmly believes racing belongs in one place—on the racetrack.

Joe DiMaggio isn't the only Yankees' centerfielder with an impressive hitting streak. During an amazing stretch last August, Bernie Williams got a hit in 11 straight at-bats, falling one shy of the major-league record.

Williams' sizzling run came in the midst of his 19-game hitting streak (Aug. 7–28), a Yankees season-high. Over that span, the popular switch-hitter went 40–85 (.471), helping him finish the season third in the league with a .333 average to go along with 19 homers and 102 RBI. He also set a career high with 204 hits, all this coming after being hindered by bad shoulders through much of the first-half of the season.

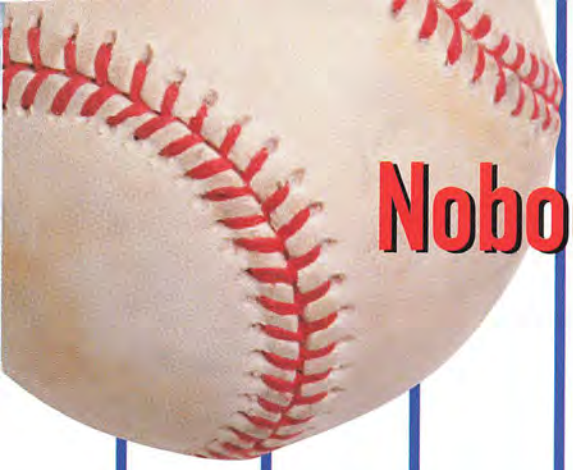
Bernie's hot bat didn't cool down in October, either. In Game 1 of the ALDS against Anaheim, with the score tied at five in the bottom of the eighth, Williams blasted a three-run homer, propelling the Yanks to a dramatic victory.

Big numbers and big hits are something the Yankees have come to expect from Bernie over the past decade. He has now driven in at least 100 runs in five of the past seven seasons. Also, he's hit .300 or better in eight straight seasons, tying Babe Ruth for second in franchise history for most consecutive seasons with a .300 or better average, behind Lou Gehrig's 12. Williams is now seventh on the Yankees' all-time list with 1,066 runs and 226 home runs, ninth with 1,833 hits and a .308 average and 10th with 998 RBI.

And the more Bernie continues to move up those lists and come up with big postseason hits, the better the Yankees' chances will be to again go all the way.

BERNIE WILLIAMS 51

	G	AVG	AB	R	H	2B	3B	HR	RBI	BB	SO	SB
2002	154	.333	612	102	204	37	2	19	102	83	97	8
CAREER	1,537	.308	5,958	1,066	1,833	353	52	226	998	827	927	138



Nobody does baseball better...

...and nobody does checking better than Ridgewood.

Better Checking with Direct Deposit

Ridgewood's lineup of benefits:

1. No minimum balance requirements
2. No monthly service fees
3. No per check fees
4. Canceled checks returned with monthly statement
5. Bank-by-Phone Free
6. Free Ridgewood Debit MasterCard®*
7. No point of sale fees
8. No ATM fees using Ridgewood Debit MasterCard®*
9. FDIC insurance

Call for more details and the branch nearest you
(718) or (631) 643-0360 or (516) 794-1020
or visit us at www.ridgewoodbank.com

*Debit MasterCard is subject to certain restrictions. Other ATM providers may charge for using their ATMs.

Brooklyn • Queens • Nassau • Suffolk

RIDGEWOOD SAVINGS BANK

We Take Banking Personally

NYCE EQUAL HOUSING LENDER Member FDIC

Let Dobler Throw You A Great Deal

2004 Aveo

2004 Malibu

2004 Malibu Maxx

2004 Monte Carlo SS

2004 Colorado

2004 Impala SS

2003 Corvette Anniversary

2005 Equinox

DOBLER CHEVROLET

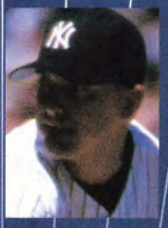
www.doblerchevrolet.com

257 NORTH FRANKLIN ST.,HEMPSTEAD
SOUTHERN STATE PKWY EXIT 19N

(516)489-2500

OPEN 7 DAYS - SAME DAY DELIVERY

NASSAU COUNTY'S #1 CHEVROLET DEALER



RANDY CHOATE

NICK JOHNSON

CHRIS LATHAM

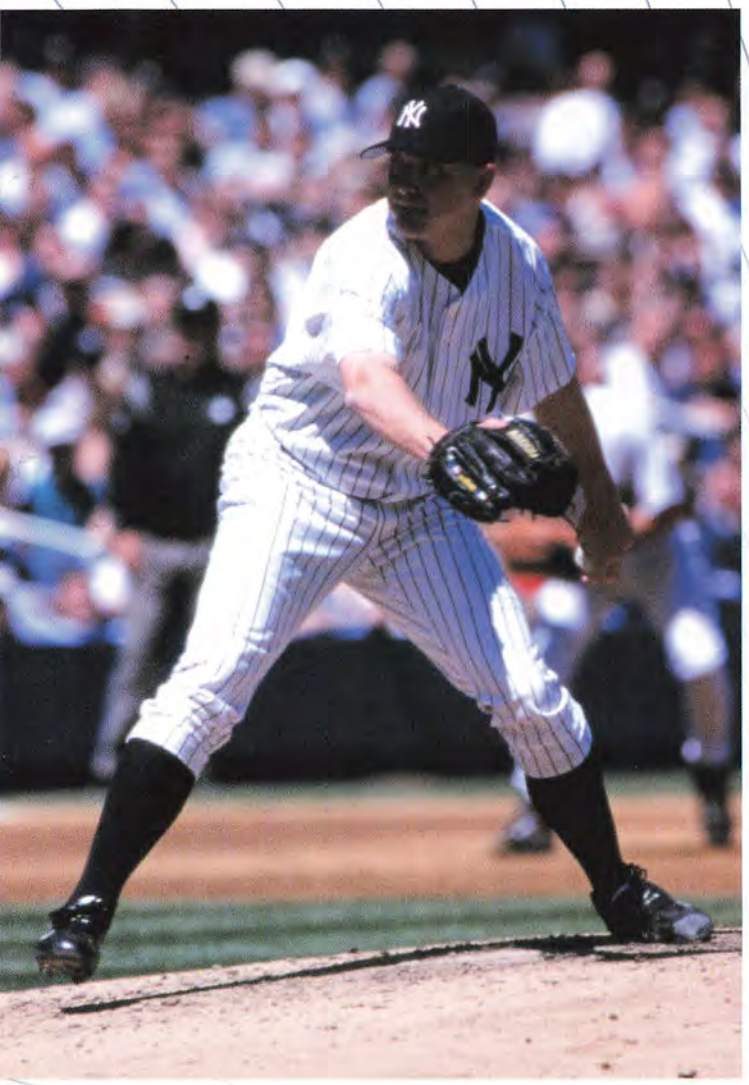
JUAN RIVERA

ENRIQUE WILSON

TODD ZEILE

RESERVES

38 PITCHER RANDY CHOATE



A familiar name on the Yankees roster for the past three seasons, Randy Choate looks to establish himself as a lefthanded force in the bullpen in 2003. With a vexing side-arm delivery, Choate debuted with the Bombers in July 2000 and the following year made his first opening day roster. Last year, he posted a 6.04 ERA in 18 games (22⅓ innings) and struck out 17. The year before he was 3-1 with a 3.35 ERA in 37 games.

He made 22 relief appearances in 2001, his rookie season, and was part of the Subway Series winning squad.

A member of the Florida State staff, Choate was drafted by the Yankees in the fifth round of the June 1997 free-agent draft. He worked as a starter for the first two years of his minor league career before moving to the bullpen in 1999 for the Tampa Yankees. He made 33 appearances for Columbus in 2000 with a 2-0 record and a 2.04 ERA.

36 INFIELD NICK JOHNSON

After spending two seasons as the top-rated prospect in the Yankees organization, Nick Johnson proved in 2002 he's capable of being a successful major leaguer.

The lefty-swinging Sacramento native hit .243 with 15 home runs and 58 RBI in 378 at bats, despite spending almost a month on the DL. Johnson spent time at both first base and DH, displaying a slick glove along with a smooth stroke.

He was named Yankees minor league Player of the Year in '98, batting .317 with 17 homers and 58 RBI in 92 games with Tampa (A). The next year at Double-A Norwich, he hit .345 with 14 homers and 87 RBI and led all minor league players with 123 walks and an amazing .525 on-base percentage.

Johnson missed the entire season with a strained muscle in his right hand but recovered to start the 2001 season and made his Yankees debut on Aug. 21.

The Yankees hierarchy is confident Johnson can meet the high expectations his sweet swing has created.

LONG ISLAND UNIVERSITY

BROOKLYN CAMPUS

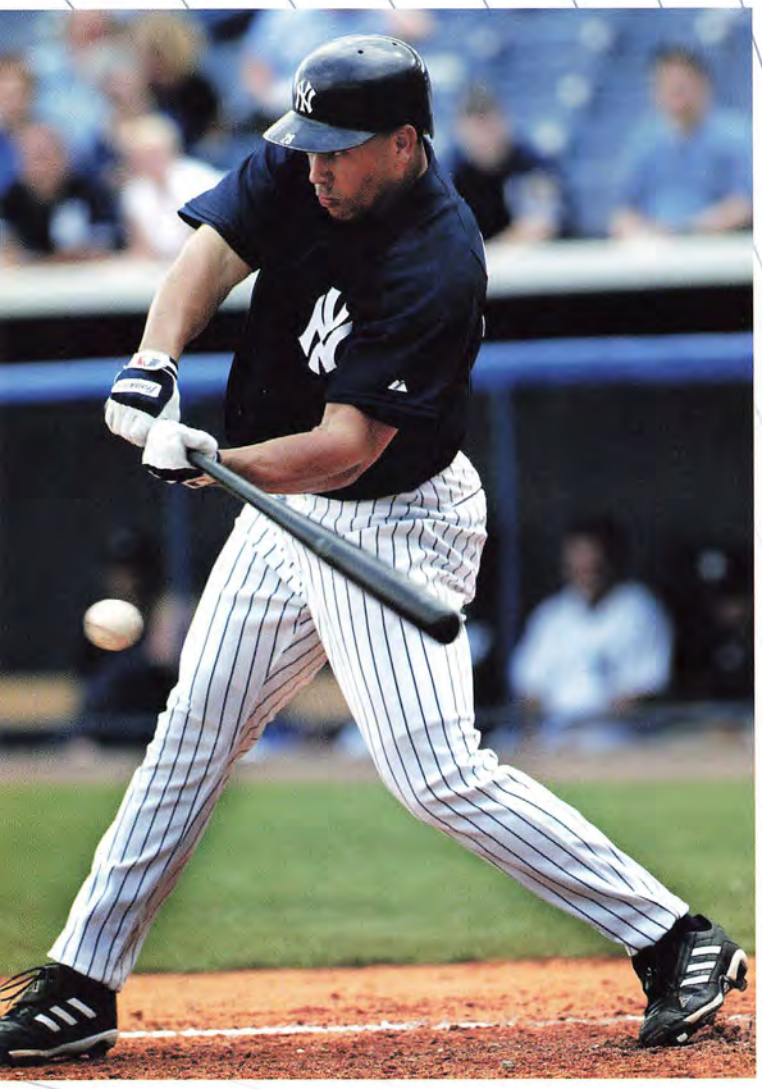
A Winning Line-Up

PLAYER	1 2 3 4 5 6 7 8 9 10 11 12	AB R H RBI SB BB SO SH PO A E
#1 Excellent Academics	Choose from nearly 200 undergraduate, graduate and doctoral-level degrees and certificate programs.	X
#2 Great Location	Located in downtown Brooklyn. Easily accessible by public transportation – only minutes from Manhattan.	X
#3 Beautiful Campus	An urban oasis of landscaped courtyards, historic buildings and high-tech facilities.	X
#4 Distinguished & Dedicated Faculty	Faculty who are experts in their fields, providing you with the very latest information in your area of study.	X
#5 Division I Athletics (Men & Women)	Choose from basketball, baseball, golf, lacrosse, soccer, softball, track, cross-country, tennis and volleyball. Athletic scholarships available.	X
#6 Scholarships & Financial Aid	A wide selection of financial aid and scholarship packages to help you pay for your education.	X
#7 State-of-the-Art Technology	New computer laboratories and Internet connections.	X
#8 Personal Attention	Small class size and personalized career and academic counseling.	X
#9 Career Opportunity	Paid professional internships and cooperative education opportunities that allow you to earn while you learn.	X

718-488-1011 • www.liu.edu

1 University Plaza • Brooklyn, NY

28 OUTFIELD CHRIS LATHAM



Chris Latham has some playing experience in the majors and some with a New York franchise, but his aim this season will be to wear Yankee pinstripes all year in the big leagues.

After starting out in 1997 with the Twins, Latham spent three years in Minnesota. He played the 2001 season with Toronto and compiled a .194 major league average in 106 games.

In 2002, with the Norfolk Tides, he hit .232 in 117 games with 94 hits. He drove in 43 runs and scored 60 times while hitting 22 doubles on the season for the International League affiliate of the New York Mets.

The 29-year-old outfielder had an impressive spring training in his first season as a Yankee and looks to build on manager Joe Torre's trust to become a valuable role player off the bench.

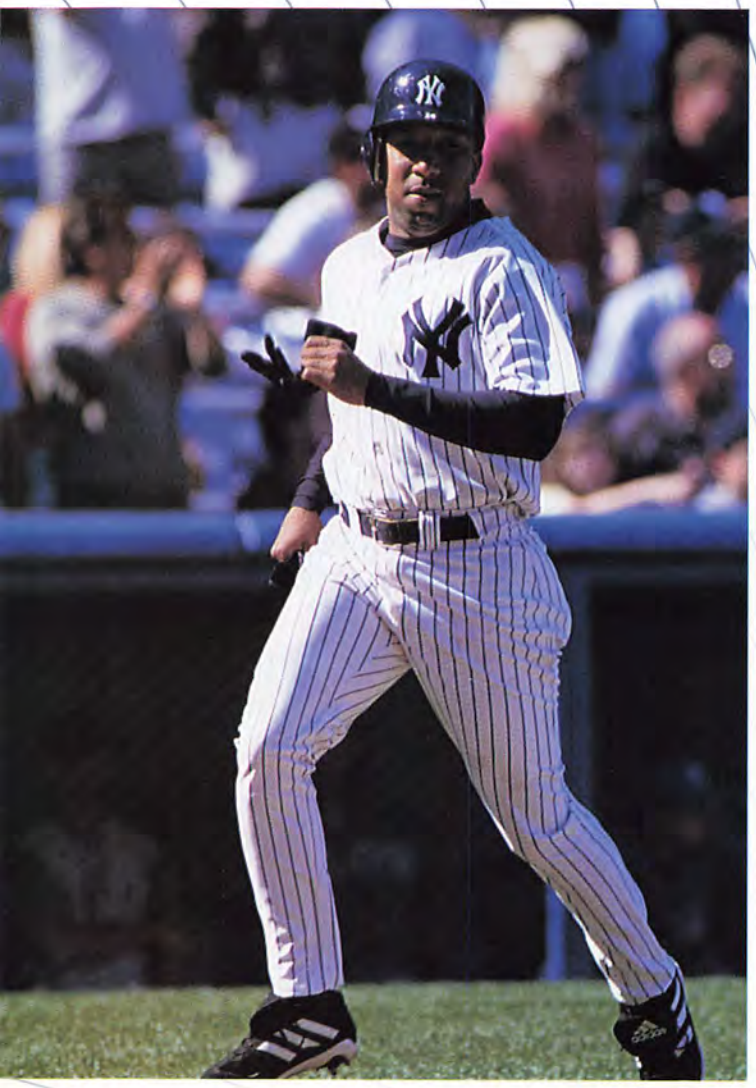
59 OUTFIELD JUAN RIVERA

Juan Rivera is slowly making his way to the Bronx scene. After debuting with the Yankees in 2001 and appearing in three games, he managed 83 at-bats last year in 28 games and hit .265 with a homer, five doubles and six RBI. Last season, he batted .325 in 65 games with the Clippers and drove in 47 runs on 86 hits, including eight homers and 21 doubles.

Originally signed as a free agent in 1996, the righthanded Rivera has steadily climbed through the minor league ranks and has been ranked among the top-10 prospects in the organization by *Baseball America*. In 2001, he was thrice honored by being selected to the Eastern League All-Star Team and the 2001 Futures Game, and he shared the Kevin Lawn Award as the organization's Minor League Player of the Year with Marcus Thames.

namco games are available at TOYS R US

14 INFIELD ENRIQUE WILSON



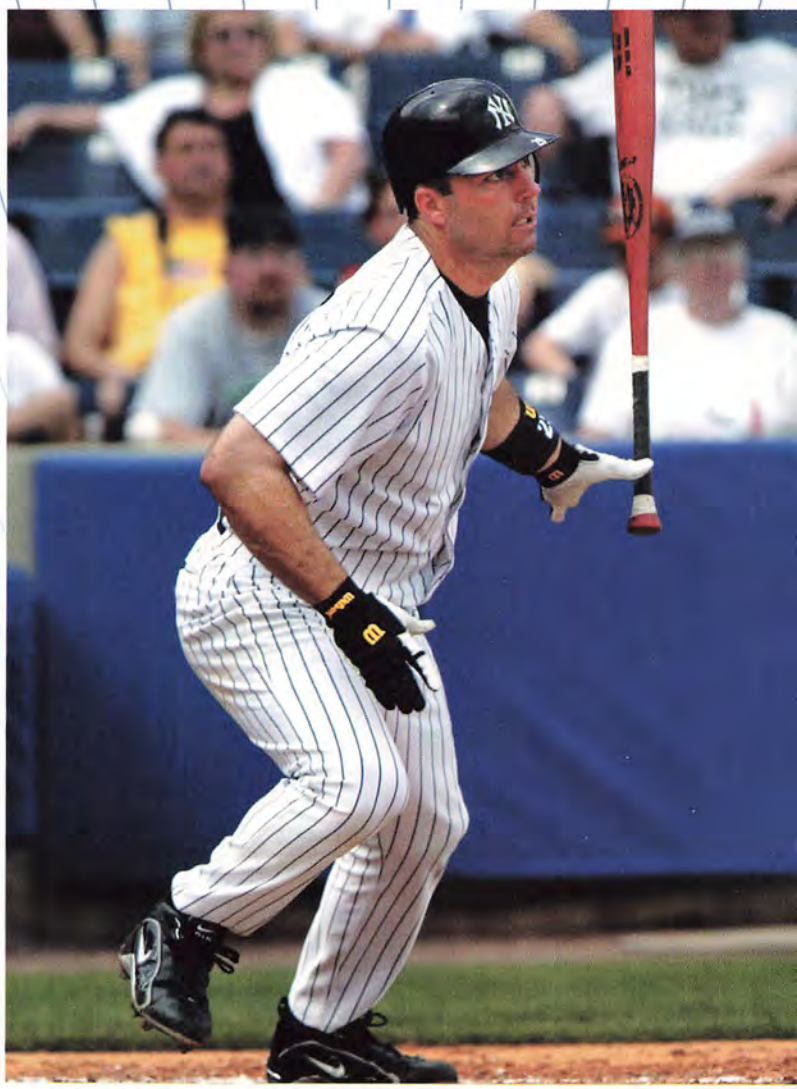
A deep bench has been a major strength of recent Yankees teams, and the Bombers are again counting on Enrique Wilson to be a main contributor, providing flexibility with his switch-hitting bat and ability to play all infield positions.

In 2002, his second year in pinstripes, Wilson made eight starts at third base, four at shortstop, seven at second base and one in right field. He hit his second career grand-slam and went 2-for-4 in an important win against Boston on June 1. Overall, Wilson finished at .181, with two homers and 11 RBI in 105 at-bats.

That followed his first season in the Bronx, when he hit .242 with one homer and 12 RBI. Wilson began his professional career in the Minnesota organization before being traded to Cleveland in 1994. He made his big-league debut with Cleveland in '97. He was dealt to Pittsburgh during the 2000 campaign and remained there until being traded to the Yankees.

Even though Wilson doesn't start everyday, he knows where he wants to finish: the World Series.

27 INFIELD TODD ZEILE



Like manager Joe Torre, Todd Zeile began his major-league career as a catcher before moving to first and third base. Zeile, who played under Torre in St. Louis from 1990 to '95, will see time at both corner infield positions, DH and will even serve as the Yanks' third-string catcher.

Zeile made his debut with St. Louis as a catcher in '89 but moved to third base for the '91 season. At the hot corner, he established himself as a dependable hitter before being sent to the Cubs during the '95 season and signing with Philadelphia as a free agent prior to the '96 campaign. Baltimore acquired him to help during the stretch run that season.

He signed with the Dodgers for the '97 season and posted his best year, hitting .268 with 31 home runs and 90 RBI. The following season, he was sent to Florida and eventually ended up with Texas. The Mets signed him to play first base for the 2000 season. After struggling with the Mets in 2001, Zeile bounced back last season with Colorado, hitting .273 with 18 home runs and 87 RBI.

Zeile becomes to the 74th player to wear both a Yankees and Mets uniform.

100 YEARS OF GREAT MOTORCYCLES

Visit These Fine Harley-Davidson Dealerships For 100th Anniversary Products

Harley-Davidson Buell of Stamford
Stamford, CT 06902
www.hd-stamford.com
203-975-1985

Harley-Davidson of Essex
168 Bloomfield Ave.
Bloomfield, NJ 07003
973-748-2500

Legends Harley-Davidson
535 Lexington Ave.
Clifton, NJ 07011
973-478-2150

Kosco Harley-Davidson
1149 Route 23 South
Kinnelon, NJ 07405
973-838-8800

Liberty Harley-Davidson
12 West Milton Ave.
Rahway, NJ 07065
732-381-2400

Harley-Davidson of Bergen Cty.
125 Essex Street
Rochelle Park, NJ 07662
201-843-6930

Harley-Davidson of Nassau Cty.
2428 Sunrise Hwy.
Bellmore, NY 11710
516-409-9200

Harley-Davidson of New York
42-11 Northern Blvd.
Long Island City, NY 11101
718-707-9300

Brooklyn Harley-Davidson
3449 Fort Hamilton Pkwy.
Brooklyn, NY 11218
718-851-6666

Prestige Harley-Davidson
205 Route 9W
Congers, NY 10920
845-268-6651

Eastern Harley-Davidson
1570 Old Country Road
Riverhead, NY 11901
631-727-4700

Harley-Davidson of Hempstead
4 Laurel Ave.
Hempstead, NY 11550
516-481-7100

Lighthouse Harley-Davidson
670 East Jericho Turnpike
Huntington Station, NY 11746
631-427-0382

Lombardi's Harley-Davidson
440-442 Bay Street
Staten Island, NY 10304
718-447-4009

Harley-Davidson of Suffolk
4020 Sunrise Hwy.
Oakldale, NY 11769
631-244-9000

Reggie Pink Harley-Davidson
295 Central Ave.
White Plains, NY 10606
914-946-6622

It's a Grand Slam

Get $25 back* when you order Showtime Now!

SOUL FOOD®
A Showtime Original Series

OUT OF ORDER
A New Showtime Original Series

STREET TIME
A Showtime Original Series

CHAMPIONSHIP BOXING

Call 1-888-SHOWTIME and start enjoying:

- Hollywood Hits No One Else Has®
- America's #1 Boxing Network™
- Daring Original Series and Pictures
- The best family movies on TV

SHOWTIME NO LIMITS

BOLD SERIES, KNOCKOUT BOXING AND $25 IN YOUR POCKET!

Mail this coupon along with your first two months' original cable or satellite bills dated between 3/01/03 and 12/31/03 indicating your new Showtime subscription to:

Showtime Sales Offer, Dept. NY P.O. Box 3103 Grand Rapids, MN 55745-3103

Please Print

Name _____ Zip _____ Phone _____

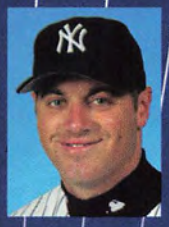
Address _____ Cable System Name _____

City _____ State _____ E-mail Address _____

*Offer expires 10/31/03. Rebate available to new Showtime subscribers only. Proof of purchase required. Limit one rebate per household. Your rebate check will be mailed to you within 8-10 weeks after the receipt of the above mentioned documents. Keep a copy for your files. Your response must be postmarked by 1/15/04 and received by 1/31/04. This offer cannot be combined with any other Showtime offer.

©2003 Showtime Networks Inc. All rights reserved. SHOWTIME and related mark(s) are trademarks of Showtime Networks Inc., a Viacom Company. NO LIMITS is a registered trademark of Antas-Gestao e Investimentos LDA. Showtime Networks Inc. is an authorized licensee. SOUL FOOD® Twentieth Century Fox. ©2002 Paramount Pictures. All rights reserved. "Out Of Order": ©2003 Showtime Networks Inc. All rights reserved. "Street Time": ©2002 Columbia Tri-Star Domestic Television. All rights reserved.

Big Hit Movies • Bold Original Series • America's #1 Boxing Network™ • Big Hit Movies • Bold Original Series • America's #1 Boxing Network™



ERICK ALMONTE

JASON ANDERSON

DANNY BORRELL

BRANDON CLAUSSEN

JORGE DEPAULA

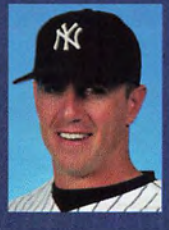
ALEX GRAMAN

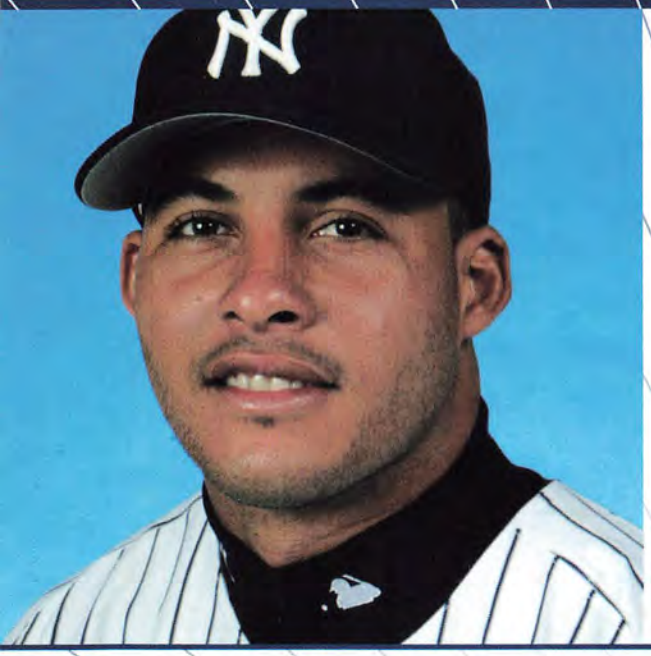
DREW HENSON

ANDY PHILLIPS

MARCUS THAMES

ON THE WAY UP





ERICK ALMONTE 60

INFIELD

In 2002, Erick Almonte moved between Yankees farm clubs the Columbus Clippers and the Norwich Navigators. All season, Almonte tried to keep his focus on his offensive game in order to get back to the big leagues where he had a brief stint in 2001. He hit .235 in 66 games for Columbus, driving in 28 runs and scoring 25. In Norwich, he batted .241 in 53 games, with 33 RBI and 28 runs scored.

Almonte made his major-league debut in 2001 in eight games with the Yankees.

Signed as a free agent in 1996, he put up consistent numbers ever since in rising through the Bombers organization and has repeatedly ranked among the top Yankees prospects.

JASON ANDERSON 71

PITCHER

This righthander was the Yankees 10th-round pick in the 2000 free-agent draft. A former member of the University of Illinois baseball team, look for him to battle for innings on the big-league level.

In 2002, Anderson was very busy. He began with the Tampa Yankees, posting a 4-2 record with one save and a 4.07 ERA in 12 games. He struck out 22 in 24⅓ innings. His next stop was Norwich where he went 1-1 with two saves and a microscopic 0.93 ERA in 16 games (19⅓ innings) in which he struck out 21.

For Columbus, he was 5-1 with a 3.15 ERA in 26 games. He had seven saves and struck out 28 in 34⅓ innings.

In his 2001 season with Greensboro, he topped the 100 K mark, striking out 101 as a member of the Bats and walking just 40 batters.

DANNY BORRELL 61

PITCHER

Coming off a very strong 2002 campaign, this lefthander is poised for big things. As a member of the Norwich Navigators, Danny Borrell had a 9-4 record with an impressive 2.31 ERA in 21 games (128⅓ innings). He struck out 91 for the Navs after a 4-1, 2.33 ERA for the Tampa Yankees to start the season.

The Bombers' second-round pick in the 2000 draft, Borrell attended Wake Forest University. Borrell made 22 appearances (20 starts) in 2001 with the Tampa Yankees and posted a 3.97 ERA en route to a 7-9 record. That season, he put together a three-game winning streak and allowed just 2.01 runs per nine innings on the road and held batters to a .224 average in opposing parks.

He went 4-2 the year before for Staten Island in 10 starts, with a 3.20 ERA after one appearance with the Gulf Coast Yankees.

TEACH YOUR OLD TV SOME AMAZING NEW TRICKS.

Comcast Digital Cable now has the power of ON DEMAND.

Pick what you want from continually updated cable shows, news, and sports at no additional charge.* Get new and classic movies for about the same price you'd pay to rent videos — and never leave the house. Set your own start time. Even pause, rewind or fast-forward at any time. With ON DEMAND from Comcast Digital Cable, TV will follow your guide.

HIT MOVIES · CABLE FAVORITES · SPORTS
NEWS & INFORMATION · KIDS' SHOWS · LIFESTYLE

To access ON DEMAND, go to your Comcast Digital Cable menu.

To upgrade to Comcast Digital Cable, call 1-800-COMCAST today.

ON DEMAND. Only with Digital Cable.
Pick a show. Play it whenever.

Comcast

*ON DEMAND available to residential customers in Comcast Digital Cable wired and serviceable areas only. All ON DEMAND selections subject to charge indicated at time of purchase. A digital converter and remote control is required. Equipment charges may apply. ON DEMAND programs are limited. Not available in all areas. Restrictions may apply. © 2002 Comcast Cable Communications, Inc. All rights reserved. Comcast and the Comcast logo are registered trademarks of Comcast Corporation. All other trademarks are the property of their respective owners. "Yogi Bear" TM & © 2001 Cartoon Network. An AOL Time Warner Co. All rights reserved. "Emeril" Copyright © 2002 Scripps Network, Inc. All rights reserved. "Tom Brokaw" Copyright © 2002 NBC, Inc. All rights reserved. "Eric Desjardins" photo by Pedro Cancel. Spider-Man MOTION PICTURE © 2002 Columbia Pictures Industries, Inc. All Rights Reserved. Spider-Man character ® & © 2002 Marvel Characters, Inc. All Rights Reserved. Biography®: Diana, Princess of Wales. Credit: LWT 1994.

BRANDON CLAUSSEN 77

PITCHER

An up-and-coming southpaw, Brandon Claussen has made steady progress through the Yankees' minor league system and looks to make it to the big leagues soon. Drafted by the Bombers in the 34th round of the June 1998 free-agent draft, Claussen comes highly touted and with good reason. In 2001, *Baseball America* rated him the third-best prospect in the organization and the fifth best lefty in the minor leagues. He led all minor-league pitchers with 220 strikeouts and was tied for fifth with 187 innings pitched. In his first year in pro ball he played for Tampa, Staten Island and Greensboro, going 6-6 overall with a 3.83 ERA in 15 starts. Over that span, he walked only 16 batters in 89⅓ innings while striking out 110.

Last year he was 2-8 in 15 starts at Columbus with a 3.28 ERA. He struck out 73 batters in 93⅓ innings.

JORGE DEPAULA 72

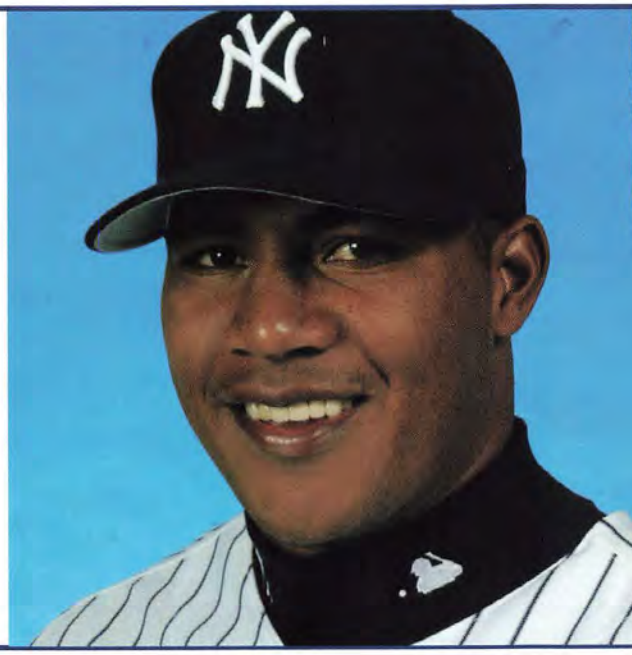
PITCHER

This well-traveled righthander has six years of minor-league experience under his belt and time on his side.

Originally signed as a free agent by Colorado in 1997, Jorge DePaula will be only 24 this season. He came to the Yankees in 2001 and played for three teams that year, Class A Asheville, Tampa and Greensboro. He was 9-5 with the Tampa Yankees and 6-1 with a 2.75 ERA as a Bat.

In the Rockies organization, DePaula recorded a .500 season in 1998 and 1999 with 5-5 and 6-6 records, respectively. His year in rookie ball (1997), he was 3-6 in 15 games (11 starts), and he posted an 8-13 record in his last full season with Colorado (2001).

He spent 2002 in the Twins organization, going 0-2 in the Appalachian League and 3-2 in the Gulf Coast League.



ALEX GRAMAN 78

PITCHER

A third-round draft pick in 1999, southpaw Alex Graman has been steadily rising through the Yankees organization and only the Bronx is the limit.

In 2002, he posted a 6-9 record with the Triple-A Columbus Clippers and a 4.65 ERA in 20 games. He struck out 98 in 124 innings. Earlier in the season he contributed a 5-2 record and 2.88 ERA in eight starts at Norwich.

After going 6-3 with a 2.99 ERA for the short-season Staten Island Yankees in 1999, Graman, 25, found himself at Class A Tampa the following year. He won eight games and lost nine in 28 starts, and he struck out 111 batters in 143 innings while walking only 58. Graman was able to make a start for Norwich that year but lost the decision. However, in 2001, he settled in nicely as a Navigator. Graman went 12-9 in 28 starts with a 3.52 ERA in 166⅓ innings. He fanned 138 batters and walked just 60.

opblend
FRAGRANCES FOR HIM & HER
JCPenney

DREW HENSON 57

INFIELD

Voted as the 2001 top prospect in the Yankees organization by *Baseball America* and the second-best prospect in the Arizona Fall League, Drew Henson is accustomed to high expectations. He started meeting them in 2002 by batting .240 in Columbus with 18 homers and 68 runs scored and 65 RBI in 128 games.

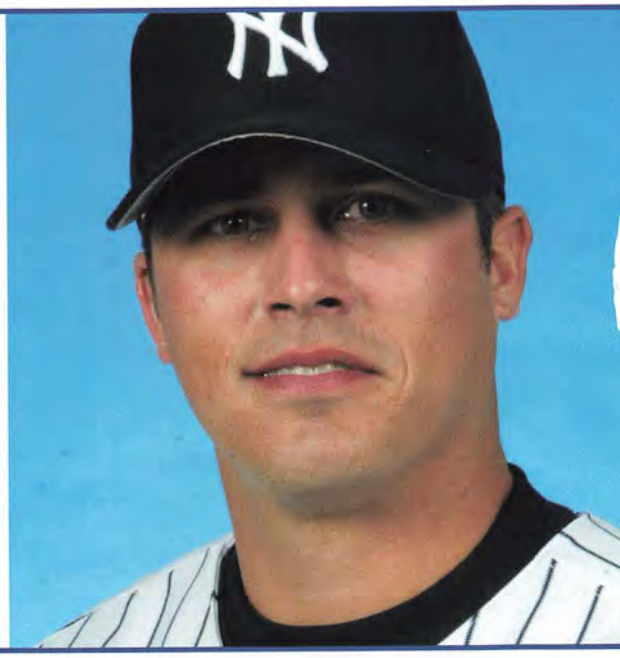
The former quarterback for the Michigan Wolverines, Henson turned down the chance at a promising football career and became a Yankee in 1998 after being selected by the organization in the third round of the free-agent draft. Since then, he has steadily climbed the ranks, including a brief stint in the Cincinnati organization before being re-acquired by the Yankees in 2001. In 1998, he was named the High School Player of the Year by *USA Today* and *Baseball America.*

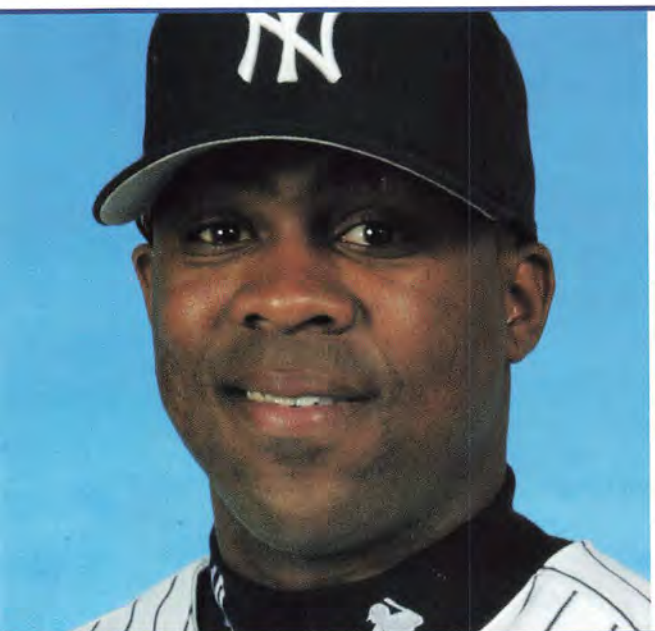
ANDY PHILLIPS 70

INFIELD

Andy Phillips can play the field and drive in runs. In 2002, the righthanded infielder split time between Columbus and Norwich. He hit .263 in 51 games for the Clippers, driving in 36 runs and scoring 32 on 54 hits. With the Navs, he batted .305 in 73 games with 51 RBI and 58 runs scored on 83 hits, 19 of them homers.

In 2001, he played the majority of his games at the keystone for Norwich and Tampa, batting .268 in 183 at-bats with the Navs and .302 for Class A Tampa in 268 plate appearances. In 2000, the hot corner was his home with those same two teams. Phillips made his mark in Staten Island in 1999 after being drafted in the seventh round that year. He hit .322 in 64 games and drove in 48 runs. His batting average ranked him fifth in the NY-Penn League which named him an All-Star. Against Oneonta that year he hit two grand slams and had nine RBI.





MARCUS THAMES 18

OUTFIELD

Following a breakout season for Norwich in 2001 in which he led the team in all major offensive categories, Marcus Thames spent last year in Columbus, batting .207 in 107 games. He scored 51 runs and drove in 45 with the aid of 21 doubles, three triples and 13 homers.

A 30th-round pick in 1996, this righthanded hitter began his career with the Yankees in 1997, making the Gulf Coast League All-Star Team that year and the Eastern League postseason All-Star Team in 2001 as a member of the Navigators. He batted .321 in Norwich and led the league in hits (114) and doubles (43).

In his first big-league at-bat last season, Thames smacked a home run on the first pitch he saw—off Randy Johnson.

BOSE®

Catch all the action... in your own living room!

If you can't be at the game, let Bose® take you there....

Bose systems such as the
Lifestyle® 28 home entertainment system or
the 3·2·1 home entertainment system or
the Acoustimass® 15 home theater speaker system
can make you feel like you are at the ballpark!

Lifestyle® 28 home entertainment system

3·2·1 home entertainment system

Acoustimass 15 home theater system

SEE YOUR LOCAL BOSE DEALER TO LEARN HOW YOU CAN MAKE YOUR HOME INTO A HOME THEATER!

CAPITAL AUDIO
120 Duane St.
New York NY 10007
(212) 964-9400
www.capitalaudio.com

DYCKMAN ELECTRONICS
151 Dyckman St
New York NY 10040
(212) 304-2000

1406 St. Nicholas Ave
New York NY 10033
(212) 927-1100

SOUND CITY
58 West 45th Street
New York NY 10036
e-mail: pvsound@aol.com

2003 Bose Corporation

fastball.

curveball.

knuckleball.

slider.

©2002 Visa U.S.A. Inc.

It's Everywhere You Want To Be.®

EXECUTIVES

DIRECTORS

BUSINESS DEVELOPMENT

MEDICAL STAFF & TRAINERS

BASEBALL OPERATIONS – NEW YORK & TAMPA

STADIUM OPERATIONS

SCOUTING

ACCOUNTING

LEGAL

MEDIA RELATIONS

SECURITY

SUPPORT

TICKET OPERATIONS

PUBLICATIONS & MULTIMEDIA

EXECUTIVES – TAMPA

ADMINISTRATION – TAMPA

ACCOUNTING – TAMPA

STAFF

EXECUTIVES

ROB THOMSON
Vice President
Minor League Operations

LIN GARRETT
Vice President
Scouting & Player Development

DAMON OPPENHEIMER
Vice President
Major League Scouting

BILLY CONNORS
Vice President
Player Personnel

MARK NEWMAN
Vice President
Player Development

GENE MICHAEL
Vice President
Special Advisor to General Partners

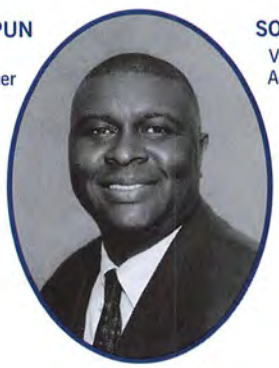
BILL EMSLIE
Vice President
Major League Scouting Assistant

MARTIN GREENSPUN
Vice President
Chief Financial Officer

SONNY HIGHT
Vice President
Administration

BRIAN SMITH
Vice President
Corporate/Community Relations

DEBORAH A. TYMON
Vice President
Marketing



ROBERT BROWN
Controller

FRANK SWAINE
Vice President
Ticket Operations

RICHARD SMITH
Vice President

DIRECTORS

DAVID M. BERNSTEIN
Director
Hospitality

RICK CERRONE
Director
Media Relations

IRFAN KIRIMCA
Senior Director
Ticket Operations

JERRY LAVERONI
Director
Team Security

MARK MANDRAKE
Director
Publications & Multimedia

TONY MORANTE
Director
Stadium Tours

KIRK RANDAZZO
Director
Stadium Operations

ARTHUR RICHMAN
Senior Advisor
Media Relations

JOEL WHITE
Director
Concessions

MICHAEL TUSIANI
Director
Corporate Sales/Sponsorships

MICHAEL BONNER
Director
Scoreboard & Broadcasting

BUSINESS DEVELOPMENT

GREGORY KING
Manager
Promotions & Special Events

CLIFF ROWLEY
Senior Coordinator
Sponsorship Services

MICHAEL VERRONE
Senior Coordinator
Sponsorship Services

CRAIG CARTMELL
Coordinator
Promotions & Special Events

ADAM DAVIS
Coordinator
Sponsorship Services

SHIRLEY MARTINEZ
Administrative Assistant

MEDICAL STAFF & TRAINERS

STUART HERSHON, M.D.
Team Physician
New York

NINO MARINO, M.D.
Team Internist
New York

ANDREW BOYER, M.D.
Team Physician
Tampa

ALLEN MILLER, M.D.
Team Orthopedist
Tampa

SCOTT HEGSETH, D.C.
Chiropractor
Tampa

GENE MONAHAN
Head Trainer
New York

STEVE DONOHUE
Assistant Trainer
New York

JEFF MANGOLD
Strength & Conditioning
New York

SCOTT YELIN
Conditioning Therapist
New York

MARK LITTLEFIELD
Player Development Trainer
Tampa

BASEBALL OPERATIONS—NEW YORK & TAMPA

STEPHANIE CARAPAZZA
Assistant Director
Baseball Operations

STEVE WEBBER
Special Assistant
Instruction

FRANK HOWARD
Special Assistant
Baseball Operations

JOHN COPPOLELLA
Special Assistant
Major League Scouting

BRIAN WERNER
Special Assistant
Player Development

TREVOR SCHAFFER
Assistant
Baseball Operations

ANTHONY FLYNN
Baseball Operations

RITCHIE ANDERSON
Head Groundskeeper

ROBERT GUERRA
Groundskeeper

RUSSELL ORR
Coordinator
Strength & Conditioning

DAVID HAYS
Equipment Manager
Player Development

JACK TERRY
Clubhouse Manager
Player Development

CHARLIE WONSOWICZ
Video Operations

MIKE BORZELLO
Bullpen Catcher

MARK FERRAR
Video Coordinator
Player Development

MIKE ANSOTEGUI
Administrative Assistant
Player Development

BARBARA MAHOVLICH
Receptionist
Player Development

JACKIE WILLIAMS
Administrative Assistant
Player Development

STADIUM OPERATIONS

DOUG BEHAR
Assistant Director
Stadium Operations

PETE PULLARA
Stadium Superintendent

HARVEY WINSTON
Manager
Office Services

DAN CUNNINGHAM
Head Groundskeeper

RYAN VILAR DE QUEIROS
Information & Technology

ROB CUCUZZA
Equipment Manager

LOU CUCUZZA JR.
Clubhouse Manager

BOB SHEPPARD
Public Address
Announcer

EDDIE LAYTON
Stadium Organist

HECTOR SHOJGREEN
Office Services

JOSEPHINE DORING
Administrative Assistant

DEBBIE NICOLOSI
Administrative Assistant

MARY PELLINO
Administrative Assistant

LENA MACCHIA
Receptionist

BEATRICE O'NEILL
Hospitality

SCOUTING DIRECTORY

AREA SCOUTS

Mike Baker . . . . . Cave Creek, Ariz.
Brian Barber . . . . . Richmond, Va.
Mark Batchko . . . . . Arlington, Texas
Steve Boros . . . . . Kingwood,Texas.
Mike Gibbons . . . . . Liberty, Ohio
Steve Lemke . . . . . Lincolnshire, Ill.
Tim McIntosh . . . . . Stockton, Calif.
Jeff Patterson . . . . . Anaheim, Calif.
Scott Pleis . . . . . Tampa, Fla.
Cesar Presbott . . . . . Bronx, N.Y.
Gus Quattlebaum . . Long Beach, Calif.
Dan Radison . . . Deerfield Beach, Fla.
D.J. Svihlik . . . . . Birmingham, Ala.
Steve Swail . . . . . Charlotte, N.C.
Leon Wurth . . . . . Nashville, Tenn.

REGIONAL CROSS-CHECKERS

Joe Arnold . . . . . East
Tim Kelly . . . . . Midwest
Greg Orr . . . . . West

PROFESSIONAL SCOUTS

Jim Benedict . . . . . Bradenton, Fla.
Ron Brand . . . . . Mesa, Ariz.
Wayne Britton . . . . . Staunton, Va.
Joe Caro . . . . . Tampa, Fla.
Bill Emslie . . . . . Safety Harbor, Fla.
Jack Hubbard . . . . Safety Harbor, Fla.

ADVANCE SCOUTS

Chuck Cottier . . . . . Advance Scout
Wade Taylor . . . . . Advance Scout

FOREIGN SCOUTING

John Cox . . . . . Pacific Rim
Carlos Rios . . . . . Latin America
Victor Mata . . . . . Dominican Republic
Ruddy Jabalera . . Dominican Republic
Jose Luna . . . . . Dominican Republic
Luis Gonzalez . . . Dominican Republic
Ricardo Finol . . . . . Venezuela
Hector Rincones . . . . . Venezuela
Arquimedes Rojas . . . . . Venezuela
Cesar Suarez . . . . . Venezuela
Karl Heron . . . . . Panama
Ricardo Heron . . . . . Panama
Jose "Tito" Quintero . . . . . Colombia
Edgar Rodriguez . . . . . Nicaragua

ACCOUNTING

JEFF KLINE
Executive Director
Ticket Operations

KATHY BENNETT
Payroll

DEIRDRE CREMIN
Accounting

LEGAL

ALAN CHANG
Associate General Counsel

LAURA E. FERNANDEZ
Executive Assistant

STEPHANIE FULLAM
Executive Assistant

MEDIA RELATIONS

JASON ZILLO
Assistant Director

BEN TULIEBITZ
Assistant

MONICA YURMAN
Administrative Assistant

SECURITY

JOE FLANNINO
Executive Security

MIKE FITZGERALD
Security

GEORGE READDING
Security

SUPPORT

DAVID SZEN
Traveling Secretary

MIKE HOPPER
Assistant Director
Corporate/Community
Relations

JOA MARTIN
Assistant Director
Scoreboard & Broadcasting

TICKET OPERATIONS

KEVIN DART
Executive Director
Ticket Operations

CAROL LAURENZANO
ADA Manager

BONNIE COHEN
Ticket Supervisor

WILLIAM HALSEY
Ticket Supervisor

ANDRA McCARTNEY
Ticket Supervisor

FRANK COSTA
Group & Season
Ticket Sales

JAMES TRAYNOR
Group & Season
Ticket Sales

GERALYN VALERIOTI
Group & Season
Ticket Sales

BETSY COLON
Ticket Operations

NORMA STOUTE
Ticket Operations

KELLEY WAGNER
Ticket Operations

PUBLICATIONS & MULTIMEDIA

GLENN SLAVIN
Assistant Director

ALFRED SANTASIERE
Senior Editor

LOU ROCCO
Photographer

EXECUTIVES—TAMPA

PHILIP A. McNIFF
Executive
Vice President

NORMAN STALLINGS
Senior Vice President
General Counsel

HOWARD GROSSWIRTH
Vice President
Marketing

JOHN SZPONAR
Vice President
Community Relations

ANTHONY BRUNO
Vice President
Finance

ADMINISTRATION—TAMPA

DIANN BLANCO
Director
Administration

THERESE JENKINS
Director
Risk Management

DEAN HOLBERT
Director
Stadium Operations

MAX MARGULIS
Director
Concessions

RANDY BAKER
Director
Security

C. VANCE SMITH
Director
Ticket Operations

JOHN SIBAYAN
Manager
Stadium Services

BILL CALLAGHAN
Assistant Director
Insurance

BILL RANNEY
Assistant Director
Security

RON KAUFMAN
Stadium Supervisor

HEATH HARDIN
Assistant Director
Marketing

JENNIFER MAGLIOCCHETTI
Assistant Director
Ticket Operations

SAM ARENA
General Manager
Tampa Yankees

PATRICK SCANLON
Assistant GM
Tampa Yankees

RICHARD KRAFT
Co-Director
Spring Training Operations

What if you could change their health for the better?

You can by taking the Purina ONE™ BRAND 30-Day Performance Challenge

Just like you, your pet's health is a direct result of their nutrition. And when they are eating right, it shows. Gradually transition to Purina ONE and then feed it exclusively for 30 days.

Here's the healthy difference you should see:

DAY 1
Your pet will eat eagerly, enjoying all the taste and nutrition of the real meat in Purina ONE.

WEEK 1
A healthy energy level.

WEEK 2
Smaller, firmer stools.

WEEK 3
Healthy skin and a shiny coat.

WEEK 4
Clean teeth, fresh breath and healthy gums.

where you will find valuable savings in the pet aisle when you use your card.

Purina ONE™ BRAND ONE Can Make A Difference.

Visit us online at **www.PurinaONE.com** and discover a variety of useful and informative pet care tools to help you actively manage your pet's good health, including the Online Vet, Online Pet Journal and FREE Pet Care CD-ROM offer!

ADMINISTRATION—TAMPA

MARK ZETTLEMEYER
Co-Director
Spring Training Operations

JOANN NASTAL
Senior Administrative Assistant

ARBETHA KRZESICKI
Administrative Assistant
George M. Steinbrenner III

ELLEN STOUP
Administrative Assistant
Stephen W. Swindal

SUSAN SNOWDON
Administrative Assistant
Harold Z. Steinbrenner

LILI SALEMI
Administrative Assistant

DEBRA BARKLEY
Administrative Assistant

BRIDGET REIDELBACH
Administrative Assistant

LINDA COTNEY
Receptionist

JULIE KRAMER
Receptionist

ACCOUNTING—TAMPA

DERRICK BAIO
Assistant Controller

NEWTON LINEBAUGH
Manager
Payroll

STEVE ALVAREZ
Accounting Administrator

BRIAN VALDEZ
Accounts Payable

KEVIN ADLER
Director
Accounting

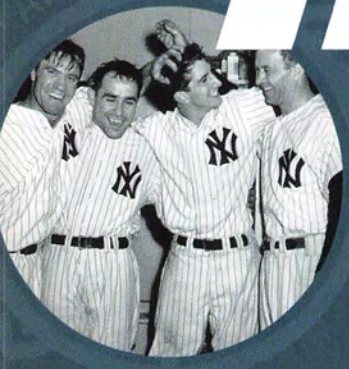
Gerber®

START HEALTHY™

START HERE

Gerber®

100 Years of YANKEES HISTORY



THE YANKEES' 100 GREATEST MOMENTS

To identify 1,000 great moments in Yankees history is an easy matter—Babe Ruth, Lou Gehrig, Joe DiMaggio and Mickey Mantle could each account for 100. But to narrow that 1,000 to a measly 100—spanning the the glory days as well as the lean years of the franchise—now that's a challenge.

Throughout this decade-by-decade account of the past pinstriped century we've inserted what we believe are the 100 single greatest Yankees moments.

Some of these selections may surprise you and a few may even appear less grand than others—indeed, forgotten role players Guy Zinn and Russ Van Atta each had their day.

COMPILED BY JOHN THORN

And how exactly do you go about ranking the acquisition of Babe Ruth over Lou Gehrig's farewell speech or over Joe DiMaggio's hitting streak anyway? With that in mind, and after much debate, we present these moments to you chronologically—but not without getting a second opinion. From our fans.

The results of our offseason internet poll are posted on page 262, where you can see, in order, which 25 moments Yankees fans considered to be the greatest.

Decade by decade, the Bronx Bombers cemented a truly glorious legacy

The 1900s: The Birth of the Yankees by Marty Appel 146
The 1910s: Building a Better Ballclub by Steven Goldman . . 154
The 1920s: Roarin' Along by Phil Pepe 164
The 1930s: The Yankees' New Deal by Steven Goldman 176
The 1940s: Joltin' by Phil Pepe. 188
The 1950s: Rockin' and Rollin' by Phil Pepe. 198
The 1960s: Groovin' by Marty Appel 210
The 1970s: Stayin' Alive by Marty Appel 220
The 1980s: Totally Awesome by Maury Allen 230
The 1990s: Return to Glory by Bob Klapisch 240
The 2000s: Millennium Men by Alan Schwarz. 252

The 1900s: The Birth of the Yankees

By Marty Appel

It started in 1903, the inaugural season of New York's new American League team

One hundred years ago, the New York Yankees were born. To see the international recognition of the franchise's storied name today, it is hard to imagine how humble the origins were. Like the majesty of Yankee Stadium versus the wood and nails of old Hilltop Park, the last 100 years has been, like New York City itself, a remarkable century of growth.

It all began as a dream of Byron Bancroft "Ban" Johnson, the founder of the American League. Johnson took on the mighty National League in 1901, opening professional franchises in Chicago, Boston, Detroit, Philadelphia, Baltimore, Washington, Cleveland and Milwaukee.

But he knew, like all the followers of baseball, that this would never truly be a "major league" until the nation's most populous city was included. And if Chicago, Boston and Philadelphia could deal with two leagues, surely New York, which had recently united its boroughs, could manage the accommodation. In fact, the population of Manhattan was 1.85 million in 1900, even greater than the 1.54 million today.

But politics was on the side of the Nationals. The owner of the mighty New York Giants, Andrew Freedman, was a particularly well-connected member of New York's Tammany Hall political machine—and as such, he was able to block any site proposed by Johnson for construction of a ballpark to house an American League team. No park, no team.

In midseason of 1902, Freedman bought control of the AL's Baltimore Orioles, released most of the players, signed the better ones for New York, and pulled the manager, John McGraw, north to begin his long reign as Giants' manager. The Orioles were looking at possible forfeiture of the balance of its schedule had not Johnson acted quickly and filled out the roster with players from the other AL teams. The Orioles managed to finish the season, and at year's end Freedman left baseball, selling his interest in the Giants to John Brush.

With Freedman gone, it was easier to move an American League team into New York. On January 19, 1903, a peace agreement between the two leagues was signed, ending bidding wars. The Baltimore team would move to New York. The deal hinged, however, on finding a site to build a ballpark, and of course, finding ownership. (It would be the last franchise shift the major leagues would experience until the Braves moved from Boston to Milwaukee in 1953.)

Ban Johnson

New York Sun sportswriter Joe Vila had owners in mind. He introduced Johnson to a couple of real New York characters of the time, Frank J. Farrell, and "Big Bill" Devery.

Farrell owned a fleet of racehorses and ran some 250 pool halls, gambling houses and saloons, mostly in the area of what is today the West Village. The jewel in his crown was a classy gambling palace on West 33rd Street near the old Waldorf-Astoria Hotel. Devery was a notoriously corrupt police chief, and as such, the two had a cozy working relationship. They would even vacation together during racing

The 1894 Baltimore Orioles team before the franchise was relocated to New York.

U.S. HOME.

A COMPANY BUILT ON BUILDING YOUR DREAMS.

We're proud of what we've built. In the more than forty-five years that U.S. Home has been building homes, neighborhoods, and communities, we've been extraordinarily successful at focusing our team's talents and resources to best serve our customers. Just look at the results: The Reserve, classic luxury homes in award winning communities. Our Greenbriar communities for active adults, steeped in the tradition of the magnificent lifestyle. And our neighborhoods of single-family homes that define quality and value, make dreams come true. All backed by award-winning customer care, and the expertise that is the hallmark of U.S. Home. If you're ready to put the nation's only 3-time National Builder of the Year to work for you, visit us today. We'll work together to build your dreams.

SINGLE FAMILY
Chancellor Place
ATLANTIC COUNTY
Single-Family Homes
from the low $200s
in Mays Landing &
Egg Harbor Twp., NJ
3-5 bedrooms
Great choice of locations!
609-909-9988

SINGLE FAMILY
Majestic Woods
OCEAN COUNTY
Single-Family Homes
from the high $300s
in Jackson, NJ
4-5 bedrooms
Minimum 1 acre homesites!
732-928-0036

SINGLE FAMILY
Sunrise Valley at Stabler Center
LEHIGH VALLEY
Single-Family Homes
from the low $300s
in Allentown, PA
4-5 bedrooms
888-398-7700

ESTATE HOMES
The Reserve at Monroe
MIDDLESEX COUNTY
Single-Family Homes
from the high $400s
in Monroe Twp., NJ
4-5 bedrooms
award winning floorplans.
732-605-1606

ESTATE HOMES
The Reserve at Willowbrook
MONMOUTH COUNTY
Single-Family Homes
from the $500s
in Tinton Falls,
bordering Colts Neck, NJ
4-5 bedrooms
732-460-2688

ACTIVE ADULT
Greenbriar Oceanaire
OCEAN COUNTY
Single-Family Homes
for Adults 55+ in Waretown,
NJ. 2-4 bedrooms,
championship private golf
course and 38,000 sq. ft.
clubhouse*
866-623-2624

ACTIVE ADULT
Greenbriar Westlake
OCEAN COUNTY
Single-Family Homes for
Adults 55+ in Jackson Twp.,
NJ. 2-4 bedrooms
championship private
golf course and
35,000 sq. ft. clubhouse.
877-937-8525

US·Home®
A Lennar Company

www.ushome.com

Broker participation welcomed. Prices subject to change without notice.

We're looking for LAND Call us at 732-845-8165

*First 9 holes now open. Clubhouse to open, Summer 2003. Back nine holes open Spring 2004. Greenbriar communities are intended for occupancy by persons 55 years of age or older with limited exceptions. One child over the age of 19 may reside with parent or parents.

©2003 U.S. Home Corporation. U.S. Home and the U.S. Home Logo are U.S. registered service marks of U.S. Home Corporation. Offers, incentives and seller contributions are subject to certain terms, conditions and restrictions which may include using designated lenders and closing agents.U.S. Home reserves the right to change or withdraw any offer at any time.

THREE-TIME WINNER
NATIONAL BUILDER OF THE YEAR

APRIL 30, 1903

HIGHLANDERS PLAY FIRST GAME AT HILLTOP PARK

Before a capacity crowd of 16,000, the Highlanders (so named because their rickety wooden park was perched atop the highest point on Manhattan Island, at Broadway and 168th Street), defeated the Washington Senators, 6-2. Spitball specialist Jack Chesbro, who had led the warring National League with 28 wins the year before, picked up the victory over Jack Townsend.

On Dec. 9, 1902, following two years of bitter war with the established NL, the American League had announced the acquisition of grounds for a ballpark in New York. The very next day, the Senior Circuit declared its readiness to contemplate peace. On Jan. 9, 1903, Frank Farrell and Bill Devery purchased the Baltimore Orioles franchise for $18,000 and transferred it to New York. The rival league's future was assured.

season at Saratoga. Likeable Big Bill had been New York's last chief of police before the position became police commissioner in 1901. He enjoyed a reputation as "probably the most notorious police officer in New York City's history," according to writer Lincoln Steffens. He lived in a mansion on West End Avenue.

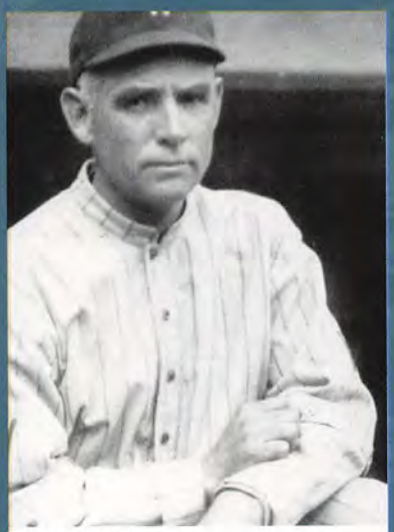
Farrell and Devery paid $18,000 for the Baltimore franchise and tabbed Joseph W. Gordon, a coal dealer and former assemblyman, to be the team's president and front man while they tended to their other interests. Devery would not play a big role in the running of the club, but his cigar-smoking, oversize presence was always apparent when he attended a game and sat in the owner's box next to the New York bench.

Still, a site was needed to play baseball, and quickly. And John Brush, while not quite as powerful as Freedman, was still capable of working with Tammany Hall to block desired locations and push the new team beyond where the expanding IRT subway line ran.

Despite protests from the Washington Heights Board of Improvement, who feared that baseball would bring "undesirables" into the neighborhood, Farrell and Devery signed a 10-year lease for a parcel of land from the New York Institute for the Blind between 165th and 168th Streets and between 11th Avenue and Ft. Washington Avenue for their ballpark. To reach it from heavily populated downtown, it could take up to an hour on the nine-mph electrical Broadway streetcar line. Conversely, a subway could whisk you up to the Polo Grounds to see the Giants in about 20 minutes.

In just six weeks, at a cost of $200,000, workers managed to level the land, blast a rockpile away where a grandstand would be built, and fill in a swamp near the Broadway side of the field with the displaced earth. For an additional $75,000, the wooden grandstand went up seating 15,000. A fence surrounded the whole place, with the words "N.Y. American League" painted over the Broadway entrance.

The land was at the highest point of Manhattan, and it did not take long before people started calling the ballpark "Hilltop Park." The team would be nicknamed "The Highlanders," not only because of their location, but because a famed British regiment was known as the "Gordon Highlanders," and this appealed to Joseph Gordon, who encouraged it.



Clark Griffith

Back then, nicknames were not as sacred as they are today. A newspaper story might refer to the team as simply the New York Americans on a given day, and then, even as early as 1904, use the moniker "Yankees." Perhaps this had something to do with the team being north of the Polo Grounds, and the north had been the Yankees in the Civil War. It was also, of course, a patriotic word to northerners, a concept that played well with the public as well as with tabloid headline writers, who had struggled with Highlanders. (The team finally became the Yankees for good in 1913.)

While rocks were being cleared, a team was being assembled for spring training in Atlanta. Johnson wanted a formidable team for New York, and he personally intervened in helping to stock what would be the highest-paid roster in the league.

Clark Griffith, who had managed the Chicago White Stockings from 1901 to '02, was moved to New York as player-manager of

the Highlanders. "The Old Fox" had been a great pitcher in the NL in the 1890s, and had led Chicago to the first AL pennant. His days as a star player were winding down, but he would continue to appear on the mound for the Highlanders, posting a 14-11 record in that first season.

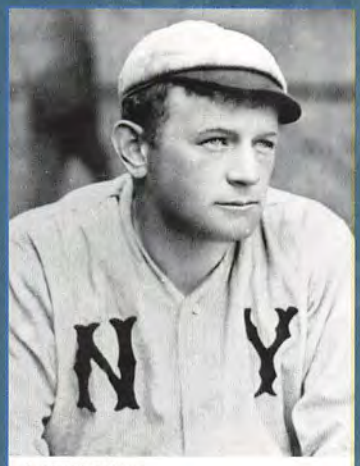
The first players to join the Highlanders were pitchers Jack Chesbro and Jess Tannehill. Both had jumped from Pittsburgh after winning 47 games between them in 1902. The only Baltimore players who made it to New York were second baseman Jimmy Williams, centerfielder Herm McFarland and pitchers Harry Howell and Snake Wiltse.

Sixteen players had contracts that had been in dispute at the time of the peace agreement, and four were awarded to New York: outfielders Lefty Davis, Dave Fultz and Willie Keeler, and third baseman Wid Conroy.

"Wee Willie" Keeler, 31, a Brooklyn native and a veteran of the Brooklyn Nationals, was the pick of the litter. He was paid $10,000 a year, tops in the new league, and brought with him a .377 lifetime batting average from the NL, and howls of "traitor" from his Brooklyn fans. Famous for hitting "'em where they ain't," he would be the team's first star and would lead New York with a somewhat disappointing .313 average and 98 runs scored in 1903. A shoulder injury that occurred when his carriage flipped over while barnstorming in California had reduced his effectiveness and, it was said, he was having second thoughts about jumping leagues, particularly with the long trip to Washington Heights from his Brooklyn home.

A veteran shortstop and longtime NL star, Herman "Germany" Long, was awarded to New York, but on June 10 he would be traded (with infielder Ernie Courtney) to Detroit for rough-and-tumble Norm "The Tabasco Kid" Elberfeld in what would be the franchise's first trade.

John Ganzel, who had earlier played first base for the Giants, was recruited for the Highlander job in '03 after being released from smallpox quarantine. He would hit the team's first home run on May 22 in Chicago, 20 games into the season. "Rowdy Jack" O'Connor, a 16-year veteran, would share the bulk of the catching duties with a 28-year old rookie, Monte Beville.

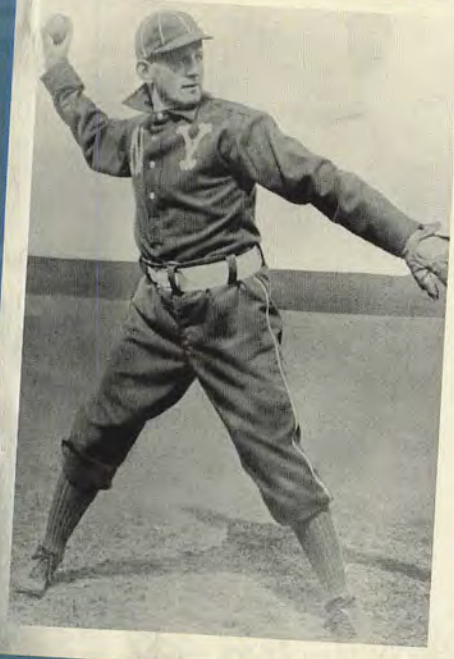


Jack Chesbro

Many looked at the roster and decided that this was in fact an All-Star team assembled to make good in a hurry in the competitive environment of New York. There were some 13 daily newspapers in New York, and Farrell and Devery proceeded to court them all in an effort to gain equal footing with the lordly Giants.

OCT. 7, 1904

JACK CHESBRO WINS 41ST GAME OF THE SEASON



At Hilltop Park, "Happy Jack" Chesbro defeated the Boston Pilgrims (soon to be called the Red Sox), 3-2, giving the surprising Highlanders a half-game lead over last year's World Series champions. In this glorious season, Chesbro, who had won 21 for New York in its debut campaign, set a mark for wins not equaled since, and along the way he won 16 straight decisions and completed 30 consecutive starts.

Both teams' seasons would end with a doubleheader in Boston on Oct. 8, followed by another twin bill in New York on Oct. 10. After Boston swept the pair on its home grounds, the teams traveled to New York with the Highlanders needing to win both to capture the flag. Chesbro entered the ninth frame of the opener knotted at 2-2 against Boston's Bill Dinneen. Alas, with a man on third, Chesbro's spitter eluded the catcher and Boston took, and ultimately held, the lead. New York's pennant hopes were shattered.

Besides Joe Vila at the *Sun*, Mark Roth of the *Globe* was an early supporter of the team. In fact, in 1915 Roth would become the team's traveling secretary and its first historian, having seen nearly every game since their first, and holding the traveling secretary position until 1942. His career would span Willie Keeler to Phil Rizzuto.

The Highlanders, decked in dark blue uniforms with a white, separated "NY" on the jersey and matching caps, played its first game on April 22, 1903, in Washington's League Park on Florida Avenue N.E., about a mile from where Teddy Roosevelt resided in the White House. Several blocks southwest, Congress was in session, featuring a young Democratic representative from the Silk Stocking District of Manhattan, Jacob Ruppert.

A total of 11,950 fans turned out to see the Senators win 3-1 behind pitcher Al Orth (who moved to New York the following year). For the record, the Highlanders lineup was: lf Davis, rf Keeler, cf Fultz, 2b Williams, 1b Ganzel, 3b Conroy, ss Long, c O'Connor, p Chesbro. An oddity of the time was that the Senators batted first, as the rules permitted. Seldom did a home team take that option.

New York won the next day, 7-2, for their first victory.

The first home game came on Thursday afternoon, April 30. Hilltop Park wasn't completed. There was no roof over the grandstand, but it was finished enough for more than 16,000 people to manage their way uptown. There were no clubhouses, and the players arrived dressed in uniform.

The exterior outfield fence now said "American League Park," and if fans turned their backs from the field, they could see the Hudson River two blocks west and the New Jersey Palisades in the distance. The fences were foolishly distant—542 to center, 365 to left, 400 to right—but no one was going to hit home runs in the dead ball days anyway. (McFarland led the team with five that year, probably all on the road, unless he had some inside-the-parks ones at home.)

No less than George M. Cohan was on hand to sing "You're a Grand Old Flag" and "Yankee Doodle Dandy," without benefit of a P.A. system, and the 69th Regiment Band played tunes like "The Star Spangled Banner" (not yet the national anthem), and "Yankee Doodle." The two teams, New York and Washington again, each waved little American flags as they followed the band across the field. Johnson, senior contractor Thomas McAvoy, Gordon, and the owners of the Senators (Fred Postal) and even

APRIL 29, 1906

FIRST SUNDAY MAJOR LEAGUE GAME PLAYED IN NEW YORK

The "blue laws" preventing major league teams in New York, Boston and Philadelphia were still in force, but the magistrates looked the other way as the Highlanders and the Athletics staged an exhibition contest for the relief of the San Francisco earthquake victims. The Highlanders and Giants responded to the call once again in 1912, in a benefit game for the survivors of the Titanic.

The prohibition against Sunday ball stayed in force in New York until 1919, driving the three big-league teams out of the city on the Sabbath in search of barnstorming dollars. A favorite jaunt was to take a steamer up the Hudson River on Saturday night and play semipro teams on Sunday.

#1 Brand America's of Family Games

UNO®

SPECIAL EDITION CARD GAME

- Cards feature 16 actual live game photos of current Yankees Superstars
- Look for your favorite Yankees Superstars

DELUXE COLLECTORS TIN

It's UNO, the New York Yankees® edition!

America's # 1 Brand of Family games, UNO, & America's #1 sports franchise, The New York Yankees, come together for what is sure to be a home run version of the classic card game! **UNO The New York Yankees Edition!**

All the excitement and action of a day at the ballpark is captured in this ultimate collectible version of America's # 1 brand of family games. UNO has filled out its lineup for the season with Yankees; Jeter, Giambi, Bernie Baseball, The Rocket, Soriano, Mariano and all the rest of the Bronx Bombers.™

So while home for the Yankees is The House That Ruth Built,™ make yours the home for **UNO the New York Yankees Edition.**

©2003 Mattel Inc. All Rights Reserved. UNO and associated trademarks are owned by Mattel Inc. www.matteluno.com
Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc.
Visit the official web site at MLB.com
©MLBPA - Official Licensee of Major League Baseball Players Association.
Visit the Players Choice on the web: www.bigleaguers.com
©2003 Geoffrey, Inc. ©2003 Sababa Toys, Inc. All Rights Reserved. 119 West 23rd Suite 505, New York NY 10011

AVAILABLE AT:

Sababa Toys

TOYS R US®

TOYSRUS.COM teamed with amazon.com.

the Athletics (Ben Shibe), also joined in the march, a "celebration to the will of the American working man," who constructed the park so rapidly. Each spectator also received small flags to wave—the first Yankee promotion day was thus American Flag Day. Johnson threw out the first pitch.

Playing conditions were poor. Despite the 400-foot distance to right, a swampy condition there forced the team to rope off an area closer in. Anything past the rope was a ground rule double. Some days later, heavy rain caused such flooding in right that Keeler had to stand on a wooden platform, never mind who the batter was. (By June, the team conceded that a shorter fence was the answer, and the swamp was closed off.)

The home opener was better than the road opener, the Yankees beating Washington, 6-2, before the standing-room-only crowd. For this, they wore home whites with white caps, the dark "NY" matching the styling of the road uniform.

The team, alas, got off poorly and did not fulfill expectations.

In addressing the specifics of their inaugural season, Francis Richter, writing in the *1904 Reach Baseball Guide*, conceded that, "The All-Star New York team proved to be the greatest disappointment in the American League. It got a poor start, owing to the illness of Long, the disability of Fultz, the failure of O'Connor and a general batting slump. It was further heavily handicapped by its new, and therefore rough, ground. For half the season, the team trailed in the second division, but finally manager Griffith got things to working smoothly, braced up his infield with Elberfeld, whom he secured from Detroit, and in the latter half of the season, the Highlanders showed their true calibre. They not only held their own, thereafter, on the road, but proved their superiority at home, gradually got into the race good and hard, and finished a very close fourth."

Actually, the only thing they were close to was second place, finishing two games from that slot, winning 10 of their last 14. They had a 72-62 record and were 17 games behind first place Boston, the "Curse of the Bambino" not yet in place.

The team drew an announced total of 211,808 fans, as compared to the Giants' 579,530, averaging not much more than 3,000 per game. Attendance doubled in 1904, and in time the subway would reach them—and the fans would find them.

Gordon was replaced by Farrell in 1907 as team president; Devery moved on to other interests. The team was sold to brewer (and former congressman) Ruppert and engineer "Til" Huston in 1915 for $460,000, and it was they who would buy Babe Ruth from the Red Sox in 1920 and open Yankee Stadium in 1923.

Farrell and Devery never won a thing, wound up not speaking to each other, but did fulfill their lease obligation at Hilltop Park before moving in with the Giants as tenants at the Polo Grounds in 1913. Devery died in 1919, Farrell in 1926. Both died broke.

From the original Highlanders, Griffith lasted as manager into the 1908 season, quit over Farrell's interference, and went on to purchase the Washington Senators, owning that team until his death in 1955. Chesbro won a record 41 games in 1904, but a wild pitch at the end of the season cost the Highlanders a pennant. Keeler, apparently adjusting to his commute, remained with the team until he was released at the end of the

Hilltop Park

1909 season and was the last of the original Highlanders to depart the club. All three are in the Hall of Fame.

Second baseman Jimmy Williams was the longest surviving member of the original Highlanders, living until 1965, when he died at 88.

As for the team, they gave the rest of the league a 20-year head start on winning pennants, and didn't win their first until 1921. They did pretty well for the remainder of the century.

Richter probably summed up the true value of the 1903 season when he wrote, "The American League made its calling and election as a real major league secure by the establishment of a club on Manhattan Island. The new Greater New York Club did not score the success expected, owing to unforeseen and unavoidable first-season handicaps, but it secured such a footing as to assure its fixture as a New York institution, thus adding strength to the American League and bringing its circuit to full major league caliber."

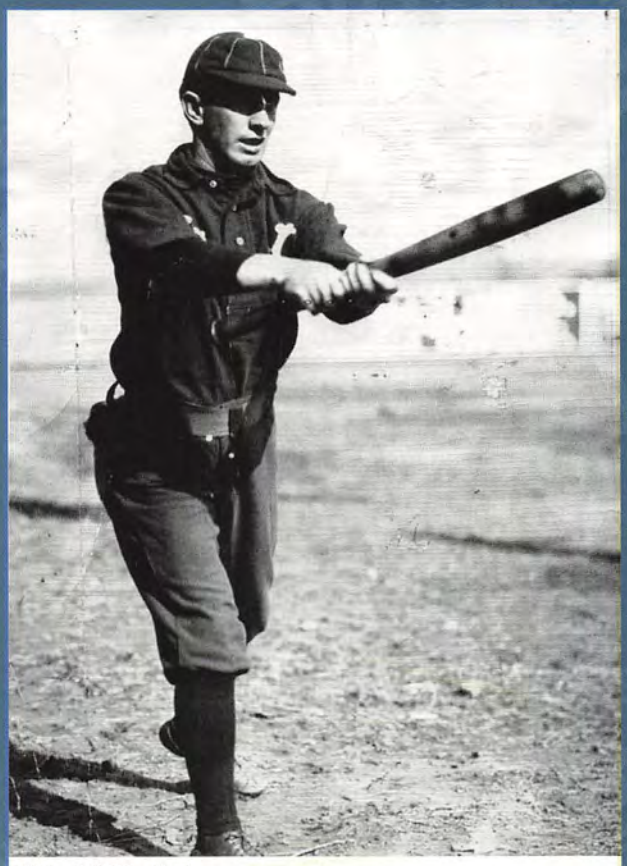
A New York institution, indeed.

JULY 26, 1907

HAL CHASE HITS IN 33RD STRAIGHT GAME

When we talk about him today, it is concerning Hal Chase the crook, the man who tossed away ballgames and bet on others, notably the scandalous 1919 Word Series. But those who saw him play regarded him as the best first baseman in the game, a solid hitter who fielded the position as no one ever had.

Chase began his hit streak on June 24 against Boston and ended it in Game 2 of a doubleheader with Cleveland. Although it set a record for the new American League, it was ignored for decades because Chase did not play in every one of the games during the streak. Among Yankees, only Joe DiMaggio's 56 mark in 1941 tops that of "Prince Hal" Chase.



"Wee" Willie Keeler

Jess Tannehill

YANKEES BASEBALL 100 YEARS THE 1910S

The 1910s: Building a Better Ballclub

By Steven Goldman

The groundwork for all the pennants, stars and even Yankee Stadium was laid during the pivotal second decade

The decade that lastes from 1911 to '20 was among the busiest and most important in the history of the growing New York American League ballclub. The team permanently became "the Yankees" after a long war of attrition with the moniker "Highlanders," moved from rickety Hilltop Park to the Polo Grounds, went from building around a star who wasn't really a star, Hal Chase, to having the greatest star of all time, Babe Ruth—and, perhaps most importantly, the team made the transition from sporting ownership to ownership by sportsmen. The legitimizing of the Yankees was underway.

The 100-loss years of 1908, 1911 and 1912 were the lowest years in the history of the Yankees franchise, more so than even 1965 or 1990. Since 1905, the team's top star had been first baseman Chase, reputed to be the slickest glove ever to play first. Unfortunately, Chase was thoroughly corrupt, selling out to gamblers.

"No other first baseman played so far off the bag," wrote Hall of Fame sportswriter Fred Lieb. "He was speed and grace personified." But, Lieb conceded, "He had a corkscrew mind."

"That he can play first base as it never was and perhaps never will be played is a well known truth," wrote *The Sporting News*. "That he will is a different matter."

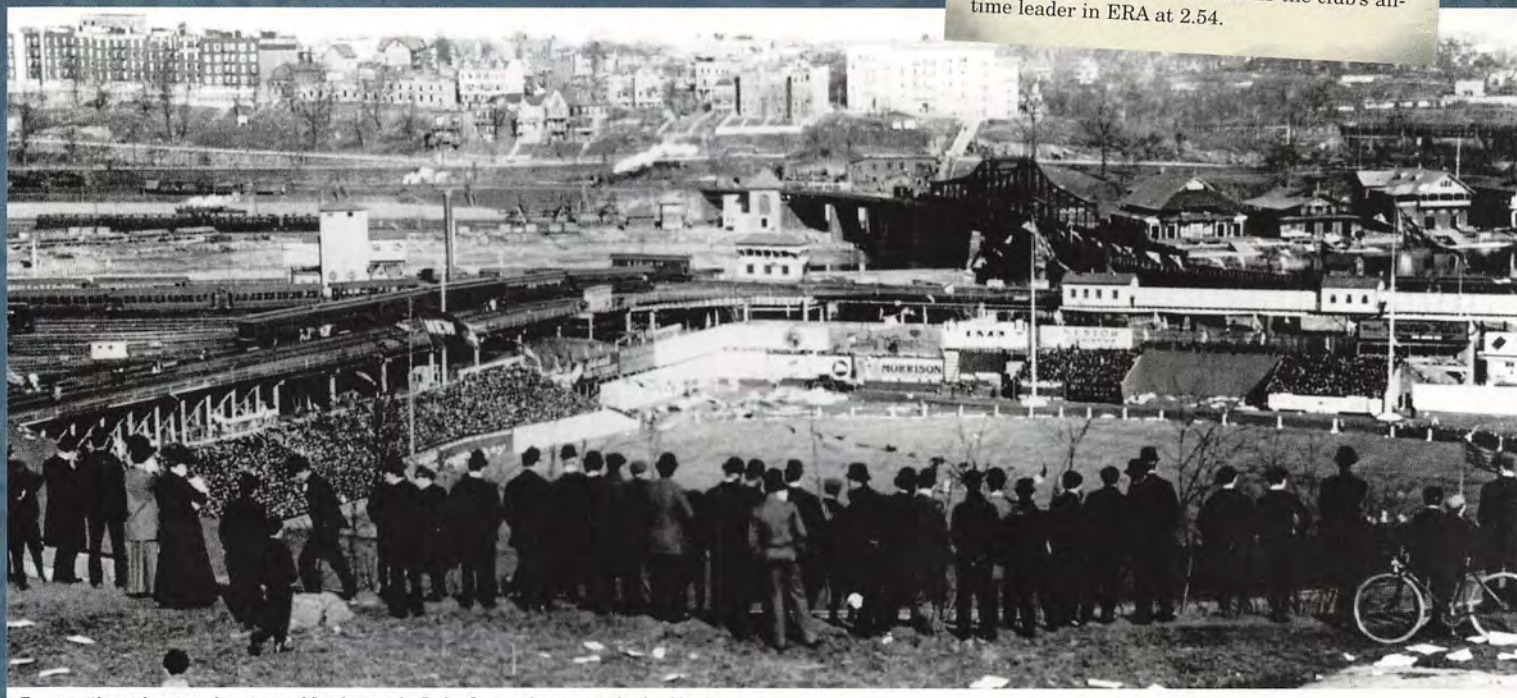
Chase's obvious malfeasance didn't phase Yankees ownership. The partners, Frank Farrell and Big Bill Devery, weren't exactly progressive reformers them-

APRIL 21, 1910

RUSS FORD DEBUTS; SO DOES THE EMERY BALL

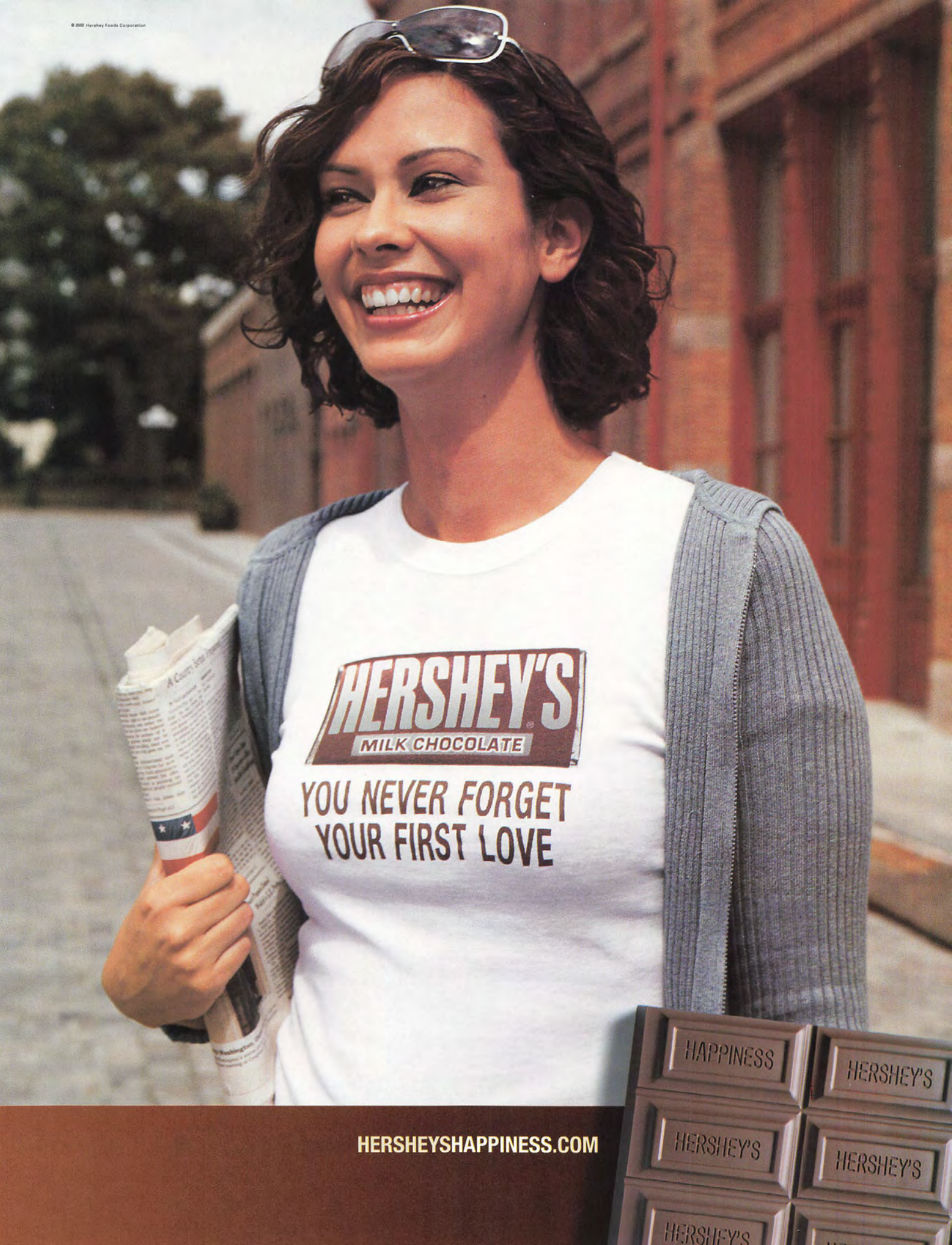
When Yankees fans think of a great pitcher named Ford, Russell Ford is not the one whose name springs to mind. Yet he was a sensation in his day, winning 26 games (12 of them consecutively) against only six losses in his first year, the greatest rookie pitching performance in AL history. In an era of trick pitches, none broke more violently than Ford's emery ball, a scuffed delivery he learned as a semipro in Denver. In his Highlander debut, Ford defeated the Philadelphia Athletics, 1-0, and fanned nine men, striking out "Home Run Harry" Davis all four times he batted.

Ford won 22 more games for New York in 1911, but when his unique pitch was banned in 1915 he drifted out of the big leagues. Still, after all these years, he remains the club's all-time leader in ERA at 2.54.



Fans gathered around uptown Manhattan's Polo Grounds to watch the Yankees.

© 2002 Hershey Foods Corporation



HERSHEYSHAPPINESS.COM

OCT. 21, 1910

CITY SERIES ESTABLISHED AS GIANTS DEFEAT HIGHLANDERS

In the early years of baseball, the City Series was a fan favorite. Held in locales hosting two or more major league clubs (Philadelphia, Chicago, Boston, St. Louis and New York), the City Series would pit the rivals against each other in October if neither team found itself in the World Series. In 1910 the Giants and Highlanders had each finished second in its league. In the opener, the Giants' Christy Mathewson fanned 14 to defeat Russ Ford, and Mathewson went on to capture all four Giant victories.

The Giants won the City Series when the two teams played again in 1914, and that was the end to interleague competition (excluding spring training and Subway Series) until 1963, when the Yankees and Mets played the first of their 19 Mayor's Trophy games. The introduction of interleague play in 1997 returned to New Yorkers the spirited rivalry of that first City Series back in 1910.

selves. Farrell was a saloon keeper with gambling interests while Devery, a former New York City police chief, was a known bagman for Tammany Hall.

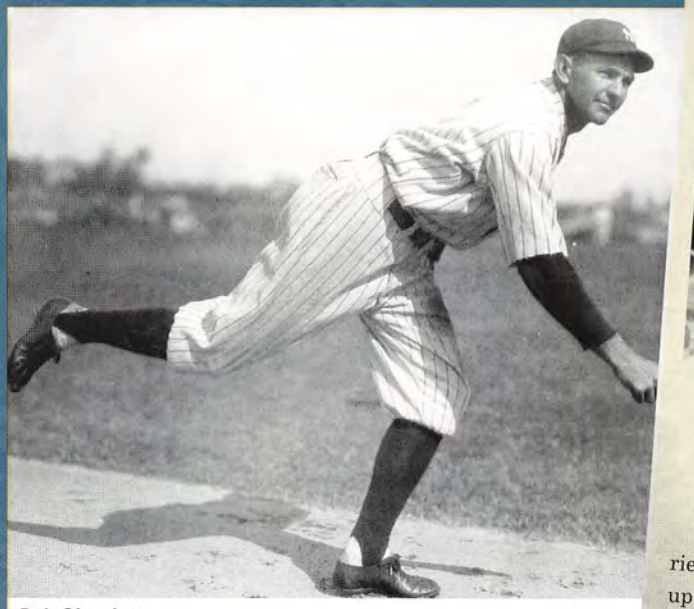
Chase had long wanted to manage the Yankees. In 1910 he was passed over in favor of George Stallings. Taking matters into his own hands, Chase began to tank plays with the intention of undermining Stallings. The first baseman quickly became an expert in making misplays while still preserving his reputation as a master defender. Shortstop Roger Peckinpaugh recalled, "A few times I threw a ball over to first base, and it went by him to the stands and a couple of runs scored. It really surprised me. I'd think, 'Geez, that throw wasn't that bad.' What he was doing, you see, was tangling up his feet and then making a fancy dive after the ball, making it look like it was a wild throw."

Stallings was not fooled, and openly accused Chase of trying to throw games. Stallings then delivered an ultimatum to his employers regarding Chase: either he goes, or I go. Incredibly, Stallings went. Chase replaced him. "God, what a way to run a ballclub," said third baseman Jimmy Austin recalling the event years later.

The fox was now guarding the hen house. With no direct supervision, Chase was able to devote the team to making money for himself and the Broadway gamblers who were his friends, free to bet on games and then influence their outcomes with bribes. The Yanks, who had finished second in 1910, fell to sixth place in 1911. Chase hit .315, but made a career-high 36 errors (13 more than the runner-up). He was quietly relieved as manager following the season. The team retained his services as a player.

Chase was quiescent under his replacement, Harry Wolverton (though he again lead the league in errors), but when Wolverton was replaced by strong-willed Frank Chance, former manager of the Chicago Cubs, all the old problems started up again. In a replay of the Stallings affair, Chance tried to undermine the manager and in return was publicly accused of throwing ballgames. This time the manager got the upper hand. On May 31, 1913, before ownership could intervene, Chance traded Chase to the Chicago White Sox in exchange for two journeymen, Babe Borton and Rollie Zeider. One journalistic wag cracked that the biggest star on the Yankees had been dealt for "a bunion and an onion." When the Yankee owners were informed, a brawl nearly broke out; the owners had to be restrained from pummeling their own manager.

On Sept. 15, 1914, Chance quit the club and went home to California after trying to punch out Bill Devery. He was two years into a three-year contract. Shortstop Roger Peckinpaugh, 23, was made player-manager for the remainder of the season. The youngest-ever manager reverted to playing-only status after the season. (Peckinpaugh, who had been acquired from the Cleveland



Bob Shawkey

AUG. 15, 1912

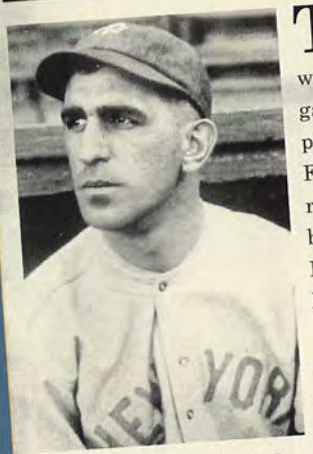
GUY ZINN STEALS HOME TWICE IN 5-4 WIN OVER DETROIT

In doing so, this forgotten outfielder won a place in the record books that he shares with nine other men (oddly, three of them accomplished the feat in 1912, the season in which Ty Cobb stole home a record eight times). Zinn, the franchise's second Jewish ballplayer, after one-game wonder Phil Cooney in 1905, also managed to pop six home runs in his rookie campaign of 1912, fourth in the American League and the most any Highlander had hit to date. Yet he was sold to the Braves and, after a salary dispute, wound up in the Federal League.

The last-place Hilltoppers of 1912 had to beg, borrow, and steal their 50 victories—mostly steal. Following Zinn's lead, they stole home 18 times while running up a team total of 247.

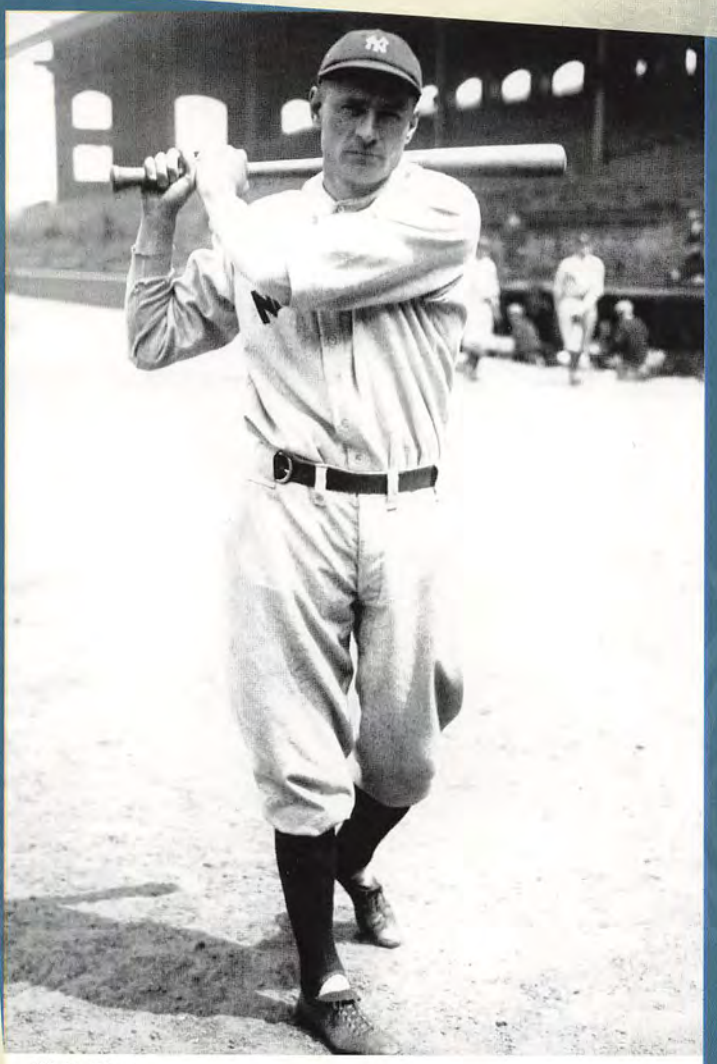
SEPT. 12, 1914

ROGER PECKINPAUGH BECOMES YOUNGEST MANAGER EVER



The 1913 edition of the team was not much of an improvement over the weaklings of 1912, winning seven more games and "ascending" to seventh place. But they had a new manager in Frank Chance, a new home—unable to renew their lease at Hilltop Park, they became tenants of the Giants at the Polo Grounds—and a new name, as Highlanders no longer made sense.

In 1914, Chance threw in the towel with 20 games left to play, and 23-year-old shortstop Roger Peckinpaugh drew the short straw. Under his aegis, the Yankees played .500 ball, a decided improvement, but Peckinpaugh wisely returned as simply the team's shortstop. He had a great career in New York (including a 29-game hit streak) and Washington (1925 MVP Award), and even returned to managing once his playing days were over.



Wally Pipp

DEC. 13, 1914

RUPPERT AND HUSTON BUY THE YANKEES FOR $460,000

From L: Col. Ruppert, Commissioner Landis, Col. Huston.

When Frank Farrell and Bill Devery bought the franchise in 1903 for a paltry $18,000, they were Tammany Hall politicos getting in on a good thing. But with the Yankees' on-field fortunes falling, the offer by Jacob Ruppert and Tillinghast Huston must have seemed a godsend. Although today the price they paid for the Yankees seems minuscule, at the time many in baseball thought the new owners overpaid.

Ruppert was the visionary from the outset—hiring Miller Huggins to manage the ballclub, inducing Ed Barrow to leave Boston and run the business side, buying the land for Yankee Stadium. It was Ruppert's idea to place numbers on the Yankees uniforms and to give them pinstripes (though whether it was to camouflage Ruth's expanding girth remains something of legend). Huston sold his share in the Yankees to Ruppert at a substantial profit in 1923.

Indians in exchange for outfielder Jack Lelivelt and shortstop Bill Stumpf in May 1913, was praised by Babe Ruth as "the best shortstop I ever knew.") Peckinpaugh would be with the Yankees through 1921, when his jittery fielding made a decisive contribution to New York's first World Series loss.

The franchise turned a major corner on Dec. 31, 1914, when Brewery owner Col. Jacob Ruppert and engineer Capt. (later Col.) Tillinghast L'Hommedieu Huston purchased the club from Farrell and Devery for $460,000. They had been interested in the team by Giants manager John McGraw, after they had been rebuffed by another club. On buying the team, Ruppert said he had purchased, "an orphan ballclub, without a home if its own, without players of outstanding ability, without prestige." He was largely correct, but he and Huston would devote themselves to changing that.

For the first time, the Yankees had ownership with ambition and a plan.

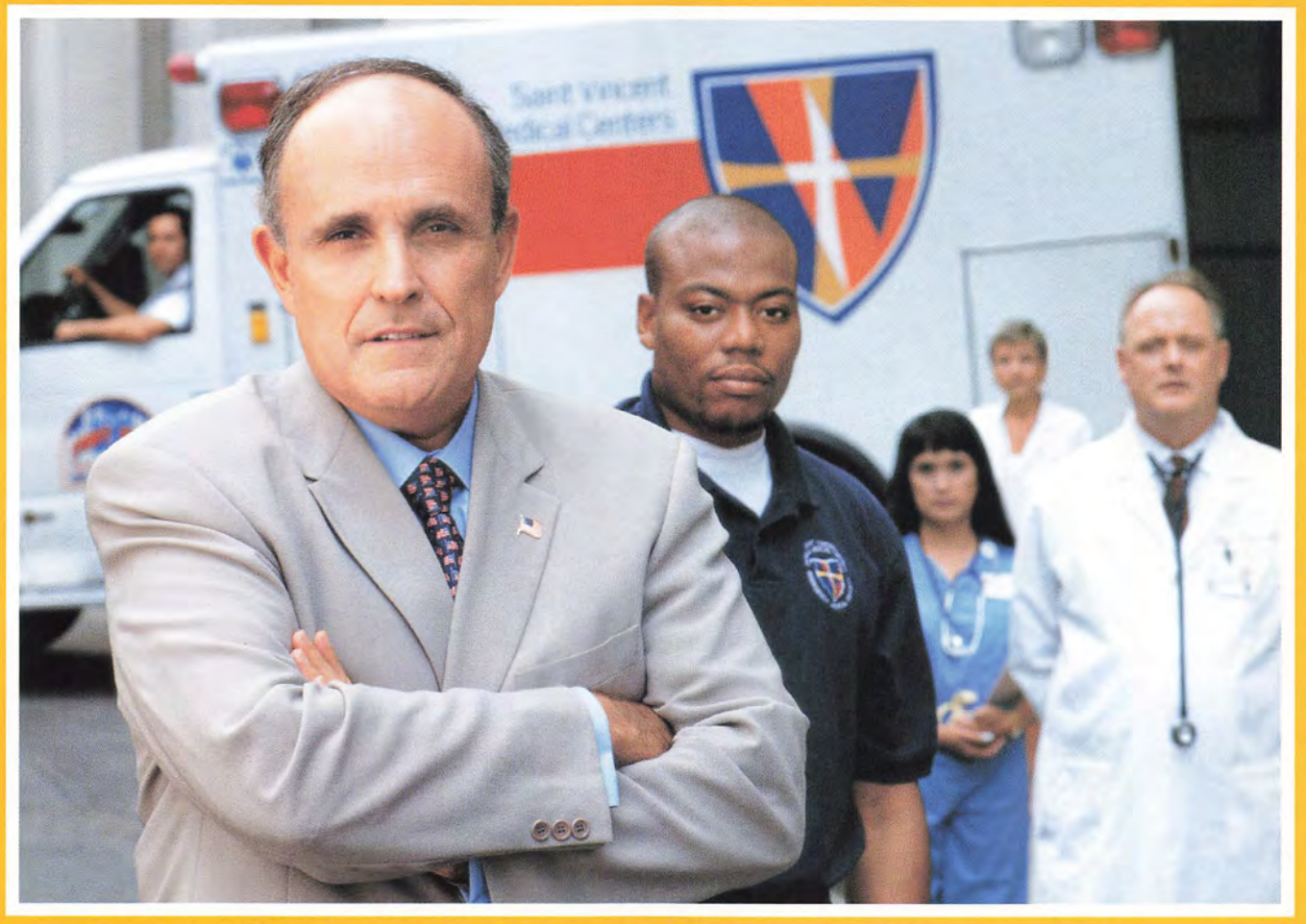
Other than Chase, the Yankees had never had marquee players of their own. The Colonels set about acquiring some stars. On Jan. 7, 1915, the Yankees purchased rookie first baseman Wally Pipp from the Detroit Tigers. Primarily remembered today as the man whose "headache" allowed Lou Gehrig to step into the lineup, Pipp was a decent player in his own right, twice leading the AL in home runs (with the dead-ball era figures of 12 and 9), and twice driving in more than 100 runs.

On June 28, 1915 the Yankees purchased pitcher Bob Shawkey from the Philadelphia Athletics. Shawkey would pitch for the team through 1927, coached for it in 1928 and 1929 and managed it in 1930. Shawkey went 168-131 (.562) with an ERA of 3.12 for the Yankees.

The following year, on Feb. 15, 1916, the Yankees purchased third baseman Frank "Home Run" Baker from the Philadelphia Athletics.

Manager Miller Huggins (L) and owner Col. Jacob Ruppert.

Each year half a million people turn to us for help. Today we turn to you.



"Saint Vincent's has always been there when we've needed them most. Now I'm asking every New Yorker to pitch in and support Saint Vincent Catholic Medical Centers. So together, we can be stronger than ever."

— Rudolph W. Giuliani, Executive Honorary Chairman

Announcing the Rudolph W. Giuliani Trauma Center at St. Vincent's Hospital Manhattan.

For more than 150 years, St. Vincent's Hospital Manhattan has built an inspiring legacy of first-rate care and has been on the front lines responding to many of our city's worst disasters. To guarantee the same level of excellence and meet the challenges of any future crisis, the Saint Vincent Catholic Medical Centers Foundation is seeking to raise $100 million in new funds for various capital projects, including expanding and enhancing emergency and trauma services. The new trauma center will be named in honor of former Mayor Rudolph W. Giuliani in recognition of the exemplary leadership and courage he displayed during one of the most challenging times in our nation's history. If you've ever wanted to make a donation to an important cause, there's no better time than now.

Saint Vincent Catholic Medical Centers Foundation

Call 1-800-CARE-421 or visit us at www.svcmc.org to make a donation.

Brooklyn: St. Mary's **Manhattan:** St. Vincent's **Queens:** Mary Immaculate, St. John's and St. Joseph's
Staten Island: Bayley Seton and St. Vincent's **Westchester:** St. Vincent's

The Academic Medical Center of New York Medical College in New York City

Baker had not played in 1915 as a protest against Connie Mack's dismantling of the great A's team of the previous few years. Baker hit .288 in two stints with New York.

Whatever harmony existed in the Yankees ownership suite between Jacob Ruppert and Cap Huston ended during the autumn of 1917. With the words, "I like you, Bill, but I've got to make a change," Ruppert canned Wild Bill Donovan, the partnership's first and only manager. A conflict arose as to who would take his place. Huston wanted to hire his good friend Wilbert "Uncle Robbie" Robinson, then the manager of the Brooklyn Dodgers. Ruppert did not approve of the jocular, corpulent Uncle Robbie, favoring instead Miller Huggins, the diminutive manager of the St. Louis Cardinals. With Huston in Europe fighting the Great War (Ruppert was a ceremonial colonel, Huston a practical one), Ruppert simply ignored him and hired his choice.

Huston never got over the slight, and his anger paralyzed the organization. The players knew that Huston would overrule Huggins on any disciplinary matter, and so they felt free to openly disrespect the manager. Curfews were routinely disregarded, and the boozy, out-of-control ballclub staged internecine brawls in the clubhouse and even on the bench during games. Huggins was mostly powerless to stop them, and was sometimes even their victim. The players knew they could get away with these sort of pranks because Huston would back them.

Not even Ruppert sought to spare Huggins, who was rapidly becoming a compact bundle of nerves. After a loss, the two owners would descend on the clubhouse and vociferously second-guess the manager. The Yankees were assembling a fine roster, but they were dysfunctional in the dugout, the clubhouse and the front office.

Huggins' first act as Yankees manager was to make one of the worst trades in franchise history. On Jan. 22, 1918, Huggins sent second baseman Joe Gedeon, third baseman Fritz Maisel, catcher Les Nunamaker and pitchers Nick Cullop and Urban Shocker to the St. Louis Browns in exchange for pitcher "Gettysburg" Eddie Plank, second baseman Del Pratt and $15,000. Gedeon, Maisel, Nunamaker and Cullop were all marginal players (Cullop would subsequently move to the outfield and become one of the great minor league sluggers), but Shocker blossomed into one of the best pitchers in baseball, winning 20 games or more for the Browns every year from 1920 to '23, peaking with 27 wins in 1921. Pratt had three good but unspectacular years for the Yankees before being traded. Plank, a future Hall of Famer, retired without throwing a pitch for New York. Miller Huggins had traded

Boston owner Harry Frazee became inextricably bound to Yankee lore.

Shocker because he had been told, incorrectly, that Shocker was "a trouble-maker"—evidence of the lack of communication at work in the New York front office. In 1925, the Yankees would rectify the mistake by reacquiring Shocker.

The team of the decade in the 1910s was the Boston Red Sox. Beginning in 1912, the team won four championships. The last of these in 1918 featured stars like leftfielder Duffy Lewis, shortstop Everett Scott, catcher Wally Schang, pitchers Carl Mays, "Bullet" Joe Bush, Ernie Shore, Dutch Leonard, "Sad Sam" Jones, Herb Pennock and a pitcher-outfielder named Babe Ruth, all under the aegis of manager Ed Barrow.

The Boston owner was Harry Frazee, a producer of Broadway shows. Broadway producers were not too different from high stakes gamblers: sometimes these "Butter and Egg Men," as they were called, were flush with dough; more often they were flat broke. Frazee had bought the Sox—on credit—in one of the former moments. It didn't last. In 1918, Frazee attempted to mount a new musical, *No! No! Nanette!*. Frazee had also just been hit with an expensive divorce settlement, and the former owners of the Red Sox were pressing him for payment. His sole salable asset was his ballclub. Rather than sell the whole team, the usual last resort of wayward owners, Frazee opted to make his money by selling off his best players in piecemeal fashion.

Frazee's theater-headquarters on 42nd street was only a couple

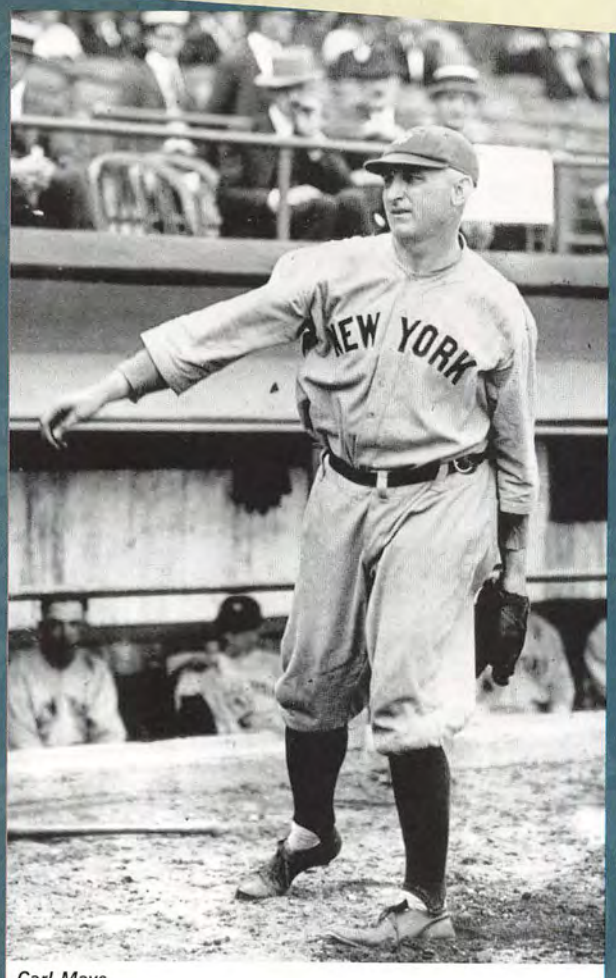
of doors down from the Yankees' Manhattan office, and he got to be quite friendly with Ruppert and Huston. In time, Frazee sent Mays, Lewis, Leonard, Scott, Schang, Shore, Jones and Bush to New York, not to mention Herb Pennock, George Pipgras, Barrow, the mortgage on Fenway Park, and—of course—Babe Ruth.

Frazee sold the Red Sox in 1923. His successor, J.A. Robert "Bob" Quinn, though a superior baseball man, was no better off financially. He sold pitcher Red Ruffing to the Yankees in 1930. After that there was nothing else to take—for a while.

The most famous of the Frazee trades was the purchase of Babe Ruth, but the Ruth deal—not a trade, but a purchase—was actually only the fourth transaction in a series of nine deals. The destruction of the Red Sox and the improvement of the Yankees actually began much earlier, on Dec. 18, 1918. On that date, the Yankees traded pitchers Ray Caldwell, Slim Love, outfielder Frank Gilhooley, catcher Roxy Walters and cash to the Boston Red Sox for pitchers Ernie Shore, Dutch Leonard and outfielder Duffy Lewis. Next came the purchase of outfielder "Good Time" Bill Lamar, after which came a deal which nearly wrecked the league.

One of the most fervently hated men in diamond annals, pitcher Carl Mays was noted for his powerful submarine delivery and sour personality. On July 13, 1919, he walked out on the Red Sox in the second inning of his start, declaring that he would never pitch for Boston again. AL president (and, in many senses, founder) Ban Johnson declared, or assumed—subsequent testimony on this point was unclear—that Mays would be ineligible to play for any team until he returned to the Red Sox. On July 29, 1919, the Yankees traded for him anyway, sending pitchers Allan Russell and Bob McGraw to the Red Sox for Carl Mays. When Johnson insisted that Mays could not pitch for the Yankees, the team obtained a temporary injunction preventing Johnson from interfering from Mays.

New York's rebellion split the American League, with Ruppert, Huston, Frazee and Chicago's Charles Comiskey lining up against Johnson and the "loyal five," the owners of St. Louis, Washington, Detroit, Philadelphia and Cleveland. At one point, the Yankees and their allies seriously considered leaving the American League and starting their own circuit or joining the National League. After several legal actions and contentious meetings among various factions of owners, the issue was settled with New York winning on all points. Not only did the Yankees retain Mays, but Johnson's power was permanently destroyed.



Carl Mays

JUNE 11, 191

RAY CALDWELL HITS SECOND PINCH-HIT HOMER IN TWO DAYS

On the following day, this remarkable supersub hit a third home run—as a starting pitcher! Ray Caldwell always had his hand to his mouth, if not to moisten his pitches, then to wet his whistle. There's no telling how great a record he might have compiled if he could have steered clear of strong drink, but what he did was remarkable enough.

For example: in 1915 he led the league in pinch hits with 15 hits and his four homers, which tied a kid pitcher named Ruth up in Boston, fell only three shy of the league high for all players. On July 20, 1912, Caldwell had been inserted as a pinch runner in Game 1 of a twin bill with Cleveland. With New York trailing 3-2, Caldwell stole home to tie the score, and his team went on to win 4-3. He then went out and pitched a shutout in Game 2.

AUG. 17, 1915

FRITZ MAISEL STEALS HIS WAY FROM FIRST TO THE PLATE IN THE NINTH INNING TO WIN AGAINST PHILADELPHIA

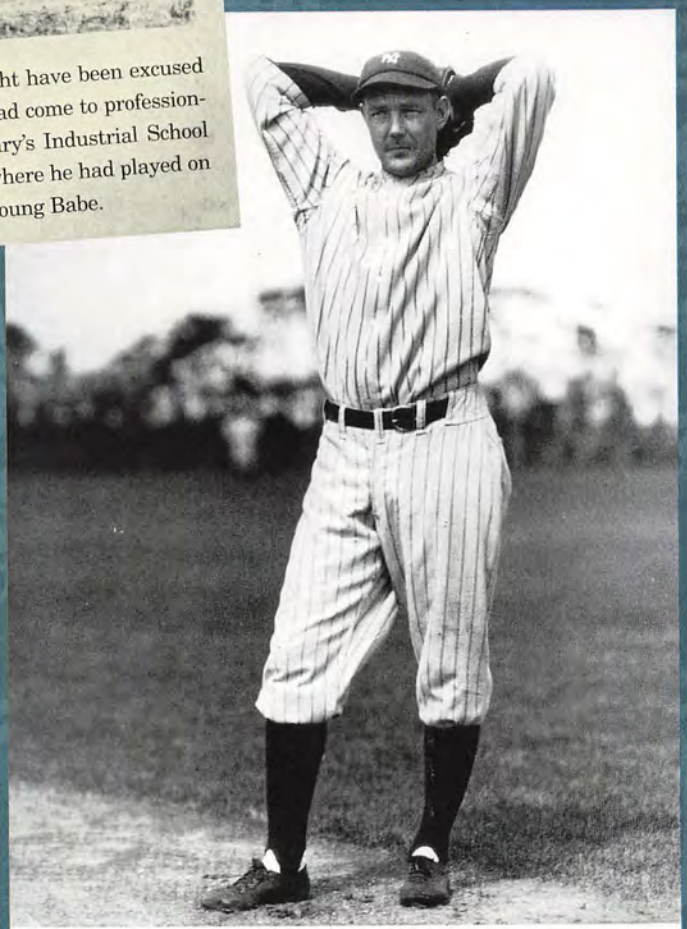
Who today knows Fritz Maisel? Manning the left-side of the infield alongside Roger Peckinpaugh, "Flash" Maisel set a major league record with 74 thefts in his first full year, 1914. His mark was shattered by Ty Cobb in 1915, yet it stood as the Yankee high for 71 years. (Cobb even surpassed Maisel by stealing second, third and home in one inning four times.)

On May 16, 1915, Maisel had two hits and a steal in a 13-inning game against Boston, whose pitcher Babe Ruth hit a home run—his first as a big leaguer—against Jack Warhop of the Yankees. Maisel might have been excused if he applauded, as he had come to professional baseball from St. Mary's Industrial School for Boys in Baltimore, where he had played on the same team with a young Babe.

to baseball teams and players. He also helped elevate them into a new financial strata previously unknown to baseball teams. Arriving as he did in the country's cultural center at the birth of mass media, Ruth was the first true celebrity-athlete.

Ruth cemented his position by rewriting the record books in his first season. Aided by the introduction of the lively ball, Ruth smashed an unthinkable 54 home runs, slugged .847 with a batting average of .376, and walked 148 times. He personally out-homered every team in the majors except the Phillies, who played in the bathtub-sized Baker Bowl.

Propelled by Ruth, Mays' 26 wins and a strong debut by rookie outfielder-third baseman Bob Meusel, the Yankees made their best showing in team history, finish-



George Pipgras

In his first three seasons with the Yankees, Mays won 62 games and lost 23 (.729), after which Miller Huggins decided to bury him—Mays' dour attitude again proving to be his undoing.

On Dec. 26, 1919, Ruppert and Frazee concluded an agreement whereby the Yankees would receive Babe Ruth in exchange for $125,000 plus a $300,000 loan to Frazee (secured by the mortgage on Fenway Park). The deal was not announced until Jan. 3, 1920, so as to give Miller Huggins a chance to work out some contractual issues with Ruth. The mortgage provision was not announced.

Ruth was an immediate sensation in New York. He was already a curiosity because of his record 29 home runs in 1919—Frazee called them "more spectacular than useful"—and his outsized personality, augmented by his huge grin and his good-natured but rough-hewed manners, took care of the rest. Ruth brought the Yankees a kind of celebrity previously unknown

JUNE 1, 1918

YANKS WIN WITH RARE GAME-ENDING TRIPLE PLAY

What is more rare than a pitcher's perfect game or a batter's four-homer game? Answer: a game-ending triple play with the tying or winning runs on base. In the 1968 film *The Odd Couple*, the Pirates' Bill Mazeroski was scripted to hit into one. On Sept. 7, 1935, Joe Cronin hit into one with his Red Sox trailing by two. And on April 21, 1978, Ron Cey was the victim as his Dodgers trailed Houston by two runs.

The Yankees' contribution to triple-play lore came in Chicago, as the White Sox, three runs down, loaded the bases against pitcher Hank Thormahlen with no outs. Chick Gandil lined to Frank "Home Run" Baker (pictured R) at third and, an instant later, the game was in the books as a 6-3 victory for New York.

ing just three games behind the pennant-winning Indians.

The one black mark on the season came at the Polo Grounds on Aug. 16, 1920, when Indians shortstop Ray Chapman was hit on the head by a pitch from Mays. Chapman fell into a coma and died the next day, becoming the only on-field fatality in the history of the game. Because Mays had a reputation as a head-hunter, many refused to accept his explanation that Chapman had ducked into the pitch.

On Oct. 29, 1920, the Yankees hired Red Sox manager Ed Barrow as "secretary" (the rough equivalent of today's general manager). Barrow, who had been involved with the game since it's inception, would remain with the team for more than 25 years and would acquire many great players. The Yankees now had a baseball planner commensurate with the team's ambitions.

One of Barrow's first moves was to dip into his old boss' pocket. On Dec. 15, 1920, Barrow acquired pitchers Waite Hoyt, Harry Harper, catcher Wally Schang and utility infielder Mike McNally from the Red Sox in exchange for pitcher Herbert Thormahlen, catcher Muddy Ruel, second baseman Del Pratt and outfielder Sammy Vick. The Yankees had acquired a top pitching prospect in Hoyt and a top-flight catcher in Schang while giving up only one player that they (or at least Huggins) would miss, the savvy catcher Ruel. The better ball-club had been built: the Yankees would commence their first pennant-winning campaign the following spring.

APRIL 24, 1917

GEORGE MOGRIDGE PITCHES THE YANKEES' FIRST NO-HITTER

The final score was Yankees 2, Boston 1, as the Red Sox scored in the seventh as a result of walks and errors. A memorable moment? Not very—it was one of a record five no-hitters in the AL that year. Only 3,219 Boston fans saw the game, and there was no radio or TV coverage. But Mogridge's no-hitter was a franchise first, and no pin-striped southpaw would throw another until Dave Righetti in 1983.

A journeyman lefthander who had been up and down from the minors since 1911, Mogridge won only eight other games in 1917, but he came into his own the following year, winning 16 games for New York and posting a fine ERA of 2.18.

The 1920s: Roarin' Along

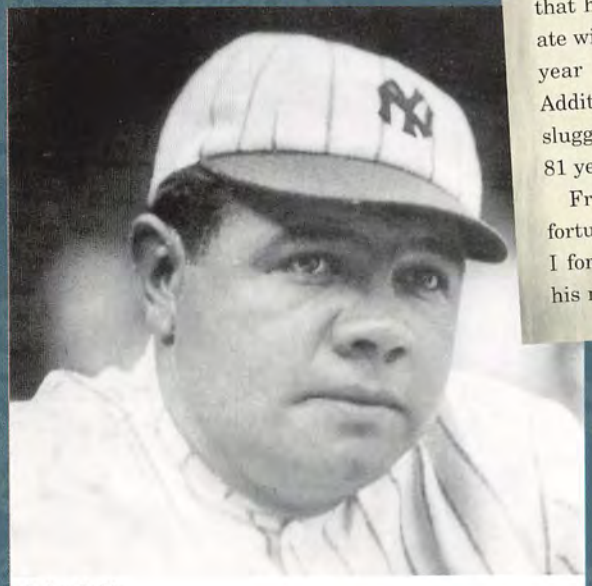
By Phil Pepe

Babe Ruth joined the Yankees at the start of the decade, redefined the game and led the Pinstripers to their first of many pennants and World Series victories

They were the Roaring '20s, a decade defined by prohibition and bathtub gin, by flappers and fan dancers. By decade's end, Jack Dempsey would be king of the heavyweights; Red Grange, the "Galloping Ghost" from Illinois, would run amok on college gridirons across the country; and Babe Ruth would emerge as the nation's biggest idol, a Bunyanesque character in the nation's biggest city. It was a match made in heaven—the brash, bold, boisterous, braggadocios Babe, known for his booming bat and his endless nocturnal forays, in the world's greatest metropolis, the center of commerce, industry, communications and bright lights; he was the insatiable insomniac in the city that never sleeps.

It was the golden age of sports, a majestic era when the names were magic, and Babe Ruth was the biggest name of all. He hit the most—and the longest—home runs, ate the most hot dogs, drank the most beer, had the flashiest cars, was seen with the most dazzling women, wore the most fashionable clothes, had the most prodigious appetite, the heartiest laugh, the most booming voice, the biggest belly, the skinniest legs.

And he saved baseball.



Babe Ruth

JAN. 5, 1920

YANKS ACQUIRE BABE RUTH FROM RED SOX

Although it was not announced to the press until this day, the Yankees actually purchased Babe Ruth from Boston's cash-strapped owner, Harry Frazee, on Dec. 26, 1919. The former star pitcher had just hit 29 home runs in his first season as a full-time outfielder, setting a major league record that he would obliterate with 54 in his first year as a Yankee. Additionally, his .847 slugging percentage stood as the record for 81 years, until Barry Bonds surpassed it.

Babe Ruth (L) and Col. Jacob Ruppert.

Frazee was a Broadway producer whose fortunes turned south in 1918 as World War I forced a shortened baseball schedule and his musicals turned out to be flops. The key to the Ruth deal was New York's loan of $300,000, collateralized by, of all things, Fenway Park. *No, No, Nanette!*, Frazee's biggest hit, would earn him $2.5 million, but it came too late—two years after his sale of the team.

The count is...

Balls

What do you do ?
Swing for the fence ?

Strikes

Settle in and let Bose® show you how it turns out

Out

3·2·1 HOME ENTERTAINMENT SYSTEM

Visit your neighborhood

P.C. RICHARD & SON Est. 1909
"The Appliance • Electronics • Computer Giant!"®

and experience surround sound from two speakers

BOSE®
Better sound through research®

OCT. 1, 1921

YANKS CLINCH FIRST PENNANT

In 1920, New York had won 95 games, 15 more than they had without Ruth. Now, in 1921, they found themselves champions of the American League. The Babe upped his single-season home run record to 59 while driving in 171 runs and scoring 177. To indicate how thoroughly he revolutionized the game, on July 12 he surpassed Roger Connor's record for lifetime homers with his 137th.

Meeting the Giants in the city's first "Subway Series"—though neither team actually had to travel, as the American Leaguers were tenants at the Polo Grounds—the Yankees lost the best-of-nine fray, five-games-to-three. Ruth was an unexpected bust, fanning eight times as Giant manager John McGraw dictated his pitchers to offer a steady diet of slow stuff. The Yanks would lose to the Giants in a 1922 rematch, too...but soon they would become the Bronx Bombers.

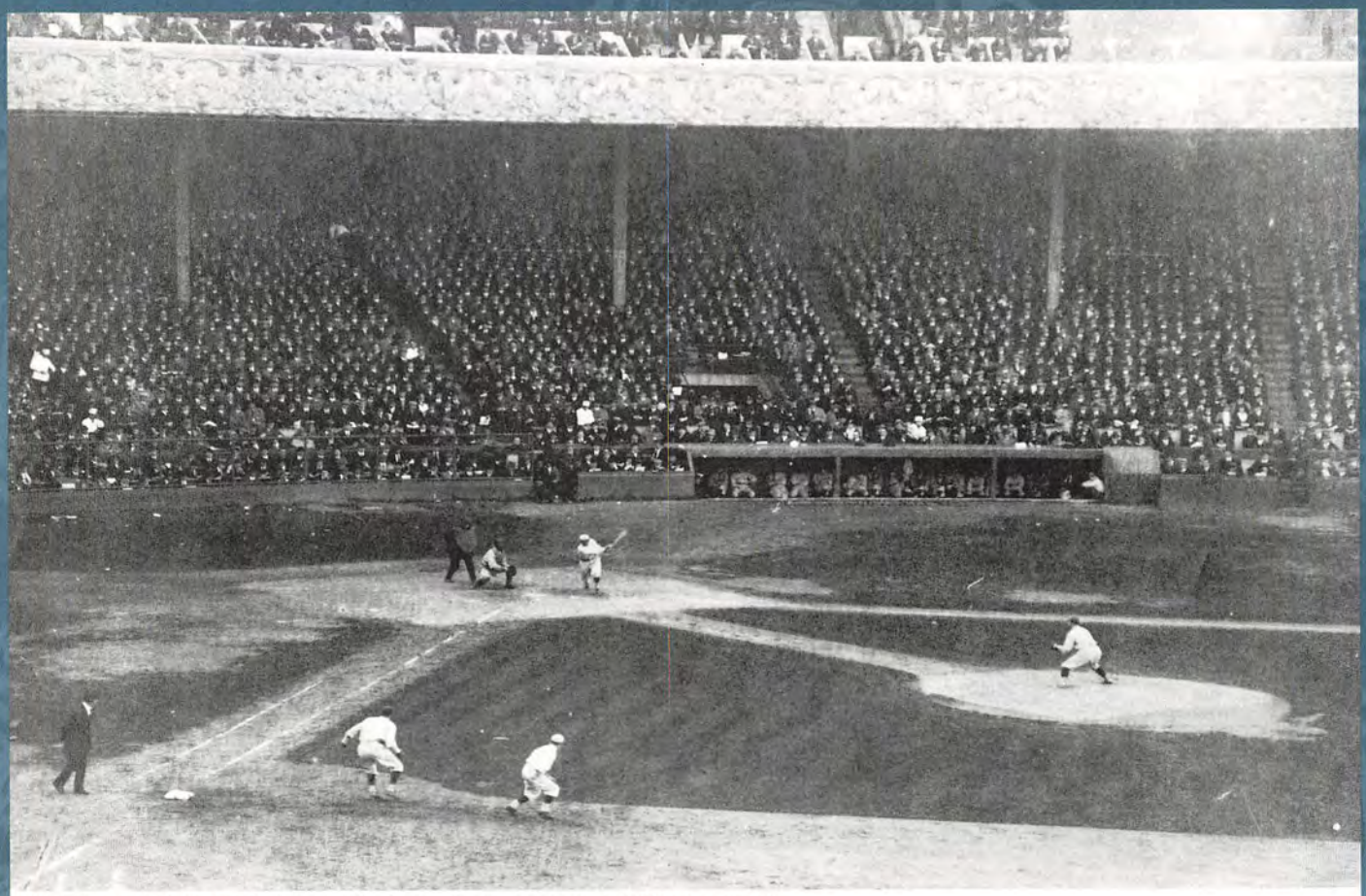
Scandal had rocked the sport in 1919. Eight members of baseball's greatest team, the Chicago White Sox, some of the game's biggest stars, allegedly conspired to throw the World Series to the Cincinnati Reds. When the game needed a hero, a savior, George Herman Ruth, the Babe, bigger than life, stepped in to accept the role and capture the imagination of a public that had become suspicious, that had grown disillusioned, that felt betrayed. Ruth was the right man at the right time. He may have been the only man who could save baseball, who could capture the fancy of a skeptical public.

His name blared from newspaper headlines almost daily. Italian-Americans in New York loved baseball, and they loved Ruth. "The Bambino," they called him, using the Italian word for "baby," and the nickname took hold.

Stories about Ruth soon became legendary. He was assigned to room with veteran outfielder Ping Bodie and when reporters, constantly in search of information about baseball's new hero, inquired what it was like rooming with the mighty Babe, Bodie replied, "I don't know. I never see him. I room with his suitcase."

George Herman Ruth was born and raised in Baltimore, attended the St. Mary's School for Boys and was scouted and signed as a pitcher by Jack Dunn, owner of the Baltimore Orioles of the International League. His Orioles' teammates referred to him as "Dunn's baby," or "Babe."

In 1914, Dunn sold Ruth and two other players to the Boston Red Sox for $25,000. Ruth appeared in five games for the Red Sox in 1914, winning two and losing one. The following season, Ruth joined a formidable starting staff that included Carl Mays, Ernie Shore, Smoky Joe Wood, Rube Foster and Dutch Leonard



The Polo Grounds in 1921, the year the Yanks clinched their first of 38 AL pennants.

and won 18 games as a rookie, one fewer than Foster and Shore, the team leaders.

In 1916, Ruth won 23 games, led the league in ERA with 1.75, in starts with 41 and in shutouts with nine.

"He was already the best lefty in the league," said Ruth's teammate, Harry Hooper. The Babe was all of 21.

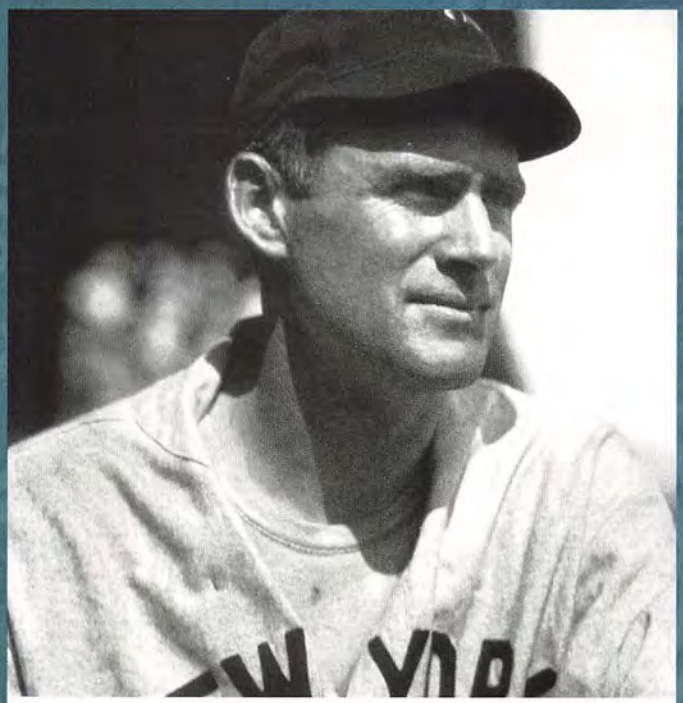
The following season, Ruth won 24 games, had a 2.01 ERA, completed 35 of 38 starts and pitched six shutouts. But there was a growing controversy over the young Ruth, who not only was the best lefthanded pitcher in the American League, he was its best home run hitter. In 1915, his rookie season, he belted four home runs in 92 at-bats. The Red Sox, as a team, hit 14. The league leader hit seven.

Ruth won 23 games in 1916 (two fewer than the league leader, Walter "Big Train" Johnson of Washington) and 24 in 1917 (four fewer than the league leader, Ed Cicotte of Chicago), but the controversy over how best to use Ruth raged between traditionalists who subscribed to the theory that a pitcher who could win 23 or 24 games was more valuable than a home run hitter, and the new breed who saw Ruth's home run potential as the wave of the game's future.

Slowly, the new breed was winning out. In 1918, Ruth pitched in 20 games and played left field or first base in 72 others. He won 13 games as a pitcher and hit 11 home runs, tied for the league lead.

By 1919, Ruth was a full-time outfielder and a part-time pitcher. He won nine games, but launched the staggering total of 29 home runs, two more than the all-time record that had existed since 1884, 17 more than any other player in the game, more than were hit by 10 major league teams, all but four hit by the entire Red Sox team.

The owner of the Red Sox was a Runyonesque character named Harry Frazee, born in Illinois, but a New Yorker by inclination and



Earle Combs

APRIL 18, 1923

YANKEE STADIUM OPENS

After 10 years in a makeshift wooden ballpark (on the site of the current Columbia Presbyterian Hospital) and 10 more as second-class denizens of the Polo Grounds, the Yankees finally found a home of their own. Fittingly, the Babe christened the "House that Ruth Built" by hitting a three-run homer to support Bob Shawkey's fine pitching in a 4-1 win over Boston. The occasion drew the biggest crowd ever to see a major league baseball game to that time: 74,217.

Jacob Ruppert had put his money where his heart was back in 1914, when he bought the club, and then again on Feb. 5, 1921, when he bought a 20-acre plot of land in the South Bronx. Next, he and his Yankees would become a dynasty.

OCT. 15, 1923

YANKEES WIN THEIR FIRST WORLD SERIES

Once again the Giants squared off against the Yankees but this time in a true Subway Series, with no team playing two consecutive games in its home park. The teams split the first four contests, as veteran outfielder and future Yankees skipper Casey Stengel accounted for both Giants victories with dramatic home runs. But then Yankees pitchers Joe Bush and Herb Pennock (like the Babe, both acquired from the Red Sox) won Games 5 and 6. Ruth in particular avenged past postseason disappointments, gathering a double, triple and three homers while batting .368.

The win was particularly gratifying for diminutive manager Miller Huggins, in his sixth year at the Yankees helm. He would go on to win the Series again in 1927 and 1928, and might have won many more but for his fatal illness in the next year.

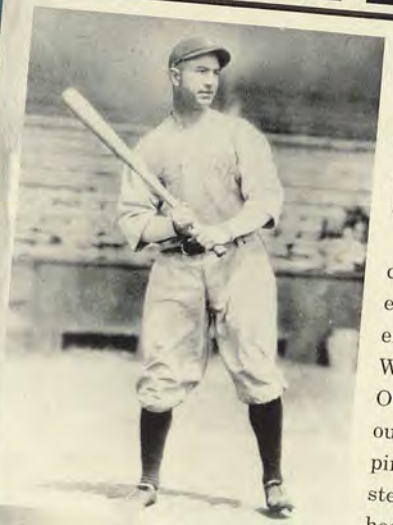
Frazee and Ruth compromised on a three-year deal for $10,000 per, but with his show business empire tottering, Frazee was in a financial bind and he was forced to make a choice, baseball or Broadway. Harry opted for Broadway. His only solution was to put his most valuable piece of baseball property on the market. George Herman Ruth, the mighty Babe, was for sale. And Frazee knew exactly where to go to get his price—to a couple of his New York cronies, Col. Jacob Ruppert and Col. Tillinghast L'Hommedieu Huston, owners of the New York Yankees.

If the timing was unfavorable for Frazee, Boston and Red Sox devotees, it was fortuitous for New York and the Yankees. The deal was consummated with a contract of sale signed on the day after Christmas 1919, and the transfer from the New York Yankees to Harry Frazee of a check for $25,000, but the announcement would not come until Jan. 5, 1920. Under terms of the adoption. Frazee's passion was Broadway, not baseball. His interest in America's game was purely financial. He owned theaters and produced a string of box office successes including, *Nothing But the Truth* and *Leave It To Jane*.

At the height of Babe Ruth's greatest success, 1919, Frazee's world came crashing down upon him. A series of box office flops had left him short of cash. He couldn't pay the mortgage on Fenway Park and his show business empire was in danger of crumbling. At the same time, Babe Ruth's escalating popularity and unprecedented success was a dilemma for Broadway Harry. He had grudgingly paid Ruth a salary of $5,000 for the 1917 season and raised him to $7,000 in 1918. But when Ruth demanded $12,000 for 1919, Frazee went ballistic. Not even his top actors, his biggest stars, were paid that much money. Eventually,

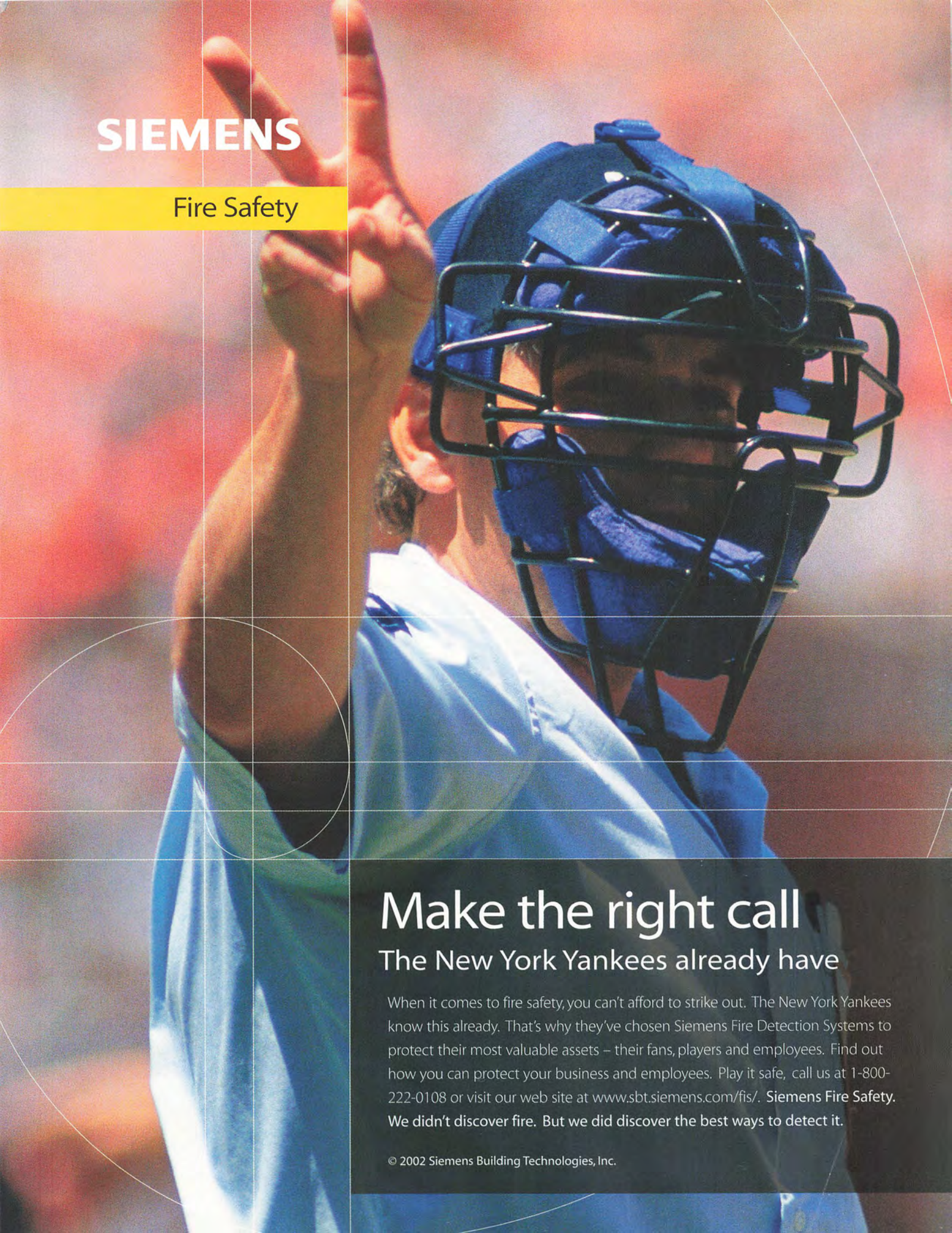
MAY 5, 1925

EVERETT SCOTT'S CONSECUTIVE GAMES PLAYED STREAK ENDS AT 1,307



Coming over to the Yanks from Boston with pitchers Joe Bush and Sam Jones after the 1921 season was shortstop Everett Scott. Yet until his trade to New York no one had noticed that Scott had played in 832 consecutive games, demolishing the previous record of 577 set by George Pinkney in 1890.

A fine shortstop, Scott led the league in fielding percentage eight straight years (1916–23). In 1925, however, his hitting dropped off dramatically and manager Huggins benched him in favor of Pee Wee Wanninger. After 1,307 games, Scott's streak was over. Oddly enough, less than a month later, on June 1, a kid out of Columbia University named Lou Gehrig would pinch-hit for Wanninger; the next day Gehrig would step in for first baseman Wally Pipp, who had a headache...and the rest is history.


SIEMENS
Fire Safety
Make the right call
The New York Yankees already have
When it comes to fire safety, you can't afford to strike out. The New York Yankees know this already. That's why they've chosen Siemens Fire Detection Systems to protect their most valuable assets – their fans, players and employees. Find out how you can protect your business and employees. Play it safe, call us at 1-800-222-0108 or visit our web site at www.sbt.siemens.com/fis/. Siemens Fire Safety.
We didn't discover fire. But we did discover the best ways to detect it.
© 2002 Siemens Building Technologies, Inc.

agreement, the Yankees would send Frazee four additional payments of $25,000, establishing the sale price at $125,000, more than twice as much as ever was paid for any other player. In addition, Col. Ruppert agreed lend Frazee $300,000, guaranteeing his mortgage on Fenway Park.

While the city of New York, in general, and fans of the Yankees, in particular, were ecstatic with the news of the acquisition of the mighty Ruth, Babe, himself, was less than thrilled. When the deal was announced, Ruth was spending the offseason in California, playing a series of exhibition games, golfing and partying. Informed of the sale, Ruth was hardly warm to the idea of pulling up stakes. He proclaimed his love for the Boston area, for the great Red Sox fans, for his farm in Sudbury, and for his new business enterprise—part ownership in a cigar factory.

Perhaps, as was speculated, Ruth was merely posturing for a new contract. He still had two years remaining on his three-year, $10,000-per deal with the Red Sox. If he was to go to New York, Ruth insisted, he would have to have a new contract with a substantial raise and a percentage of the sale price. The Yankees agreed to pay Ruth the munificent sum of $20,000 for each of the next two seasons, Ruth dropped his demand for a percentage of the sale price, and the Babe's attitude toward relocating in New York changed abruptly. He professed his approval of the deal, said he was excited about coming to New York and vowed his dedication and loyalty to his new team. When reporters asked him if he thought he could match his 1919 total of 29 home runs, Babe boldly predicted, "I'll hit 50 this year." It was an outrageous boast. No team in either league had hit 50 home runs the previous season. The Yankees led the majors with 45. Their leader, Frank "Home Run" Baker hit 10.

When Ruth arrived, the Yankees had been in existence 17 years. They had never won a championship and had finished higher than fourth just four times.

Ruth made his Yankees debut on April 16, 1920, in Shibe Park, Philadelphia. Concerned about injuring himself by running into walls in left field or right, Ruth asked manager Miller Huggins to allow him to play centerfield in his debut. Huggins complied, but Ruth dropped a fly ball that allowed the Athletics to score two unearned runs that beat Babe's Yankees. Ruth stroked two singles in his first game.

A week later, in the home opener in the Polo Grounds, Ruth pulled a muscle in his rib cage and was forced to leave the game. It was an inauspicious debut as a Yankee for the big man, who did not hit his first home run for his new team until May 1. After that, the home runs came in bunches. He hit 12 in the month of May and 12 more in June. On July 15, he hit his 29th homer, matching his major league record set the previous season.

Ruth finished the season by hitting 10 home runs in his last 24 games, giving him the astonishing total of 54 home runs, four more than his brazen prediction. George Sisler finished second in the American League with 19 homers. Cy Williams of Philadelphia led the National League with 15. Babe's 54 home runs in 1920 were more than any major league team except the Phillies, who hit 64, and, of course, Ruth's Yankees, who belted the amazing total of 115.

Despite their new slugging sensation, the Yankees finished third for the second straight season, but Ruth's contribution to the game

JUNE 8, 1926

AT DETROIT, BABE RUTH LAUNCHES WHAT MAY BE THE LONGEST HOME RUN EVER

Said to be more than 600 feet, this blast cleared the right-center-field roof. It was certainly the longest homer anyone in Detroit had ever seen. (It must be said, though, that Reggie Jackson's home run in the 1971 All-Star Game at Detroit was quite a wallop, too, hitting the light tower above the second deck in right-center—which wasn't there in Ruth's day.) The Babe's second homer of the game, in the 11th inning, provided the margin of victory in an 11-9 win.

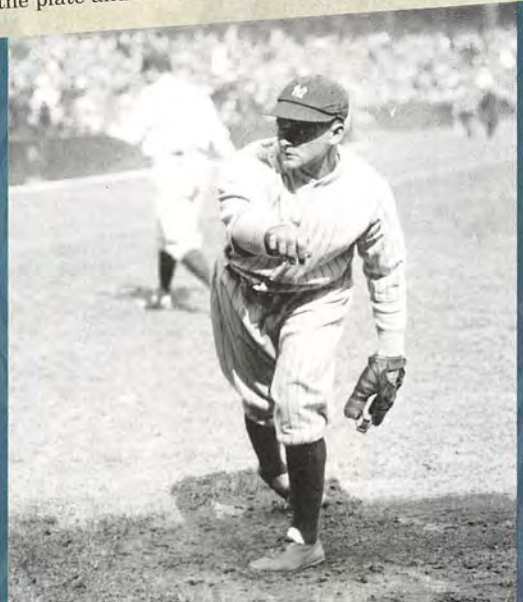
There are those who will say that Ruth hit a 625-foot homer in an exhibition game at Tampa, but this is the stuff of legend, not an exact science even today. The term "tape-measure" home run never held a literal meaning until 1953, when Mickey Mantle's 565-foot blast at Griffith Stadium in Washington was actually measured.

OCT. 6, 1926

RUTH HITS THREE HOMERS IN WORLD SERIES GAME 4 IN ST. LOUIS

Ruth's third homer, in the sixth inning of Game 4, cleared Sportsman's Park and broke the window of an auto dealer across the street. This homer is the one depicted in the movies, the one that fulfilled the promise made in a hospital at the beginning of the Series to 11-year-old kid named Johnny Sylvester. Ruth hit three homers in a World Series game again only two years later, a feat unmatched until Reggie Jackson hit three in the final game of the 1977 Series.

Despite these heroics, the Yanks came up short in Game 7 as old Grover Cleveland Alexander trudged in from the bullpen to fan Tony Lazzeri at a crucial moment. Ruth himself wound up as the goat, being tossed out at second base on a Series-ending steal attempt with Bob Meusel at the plate and the Yanks trailing by one run.



Waite Hoyt

was more than just in wins. His booming home runs and his bombastic behavior attracted thousands of new fans and restored the public's confidence in the game. Attendance soared all over the major leagues. The Yankees exceeded the one million mark in home attendance for the first time in the club's history, drawing 1,289,422, doubling the previous year's total.

By 1920, Col. Ruppert had begun taking a greater interest in the operation of his team (he would buy out his partner, Col. Huston, in 1922 for $1.5 million) and while he was pleased with the financial success of his Yankees, the beer baron was impatient for a winner. Toward that end, he had hired Ed Barrow away from the Red Sox to be his general manager. Barrow's first deal was with his old team, the Red Sox. He acquired pitcher Waite Hoyt and catcher Wally Schang, who would prove to be the missing links for the Yankees. They won their first pennant in 1921, finishing four-and-a-half games ahead of Cleveland and met their Polo Grounds landlords, the New York Giants, in the first all-New York World Series.

There was no love lost between the Giants and their tenants, the Yankees. For years, the Giants had ruled New York baseball and were the number one team in town. But fans, attracted by Babe Ruth's prodigious home runs and lifestyle to match, were beginning to switch their allegiance to the new kids on the block. The tenants outdrew the landlords in their own ballpark, which raised the ire of the Giants Napoleonic leader, John McGraw, who envied the success of the upstart Yankees. He decreed that their lease would not be renewed after the 1922 season and burned to give the new team its comeuppance in the World Series, the entirety of which was to be played in one ballpark, the Polo Grounds.

After losing the first two games on shutouts by Carl Mays and Waite Hoyt, the Giants bounced back and rallied to win five of the next six games (it was the final year of a three-year experiment to expand the World Series to nine games). Ruth hit his first World Series home run in Game 4, but an infected arm and a bad knee sidelined him for the final three games. Without their big hitter, the Yankees lost the last three games and the Series, five-games-to-three.

New York's two teams met again in the 1922 World Series, again with all games played in the Polo Grounds, while construction had begun on a new Yankee Stadium directly across the Harlem River from the Polo Grounds in the Bronx.

Ruth and leftfielder Bob Muesel had been suspended for the first month of the season by commissioner Kenesaw Mountain Landis for making an unauthorized barnstorming trip after the

SEPT. 30, 1927

RUTH HITS 60TH HOME RUN OF 1927 SEASON

The Babe had enjoyed a comeback season in 1926, belting 47 homers after the "bellyache heard around the world" had limited him to only 25 the season before. When he entered September of 1927 with 43 homers, there was hope that he might crack 50, which he hadn't done since he had hit 59 in 1921.

Astonishingly, Ruth hit 17 in the final month, more than even he had ever hit before in so short a span, and broke his own season record. In the next-to-last game on the Yankee schedule, in the eighth inning with the score tied 2-2 and a man on base, Ruth hit No. 60 off Tom Zachary of the Senators. His record was challenged in later years, notably by Jimmie Foxx (58 in 1932) and Hank Greenberg (58 in 1938), but it was not surpassed until Roger Maris hit 61 in 1961.

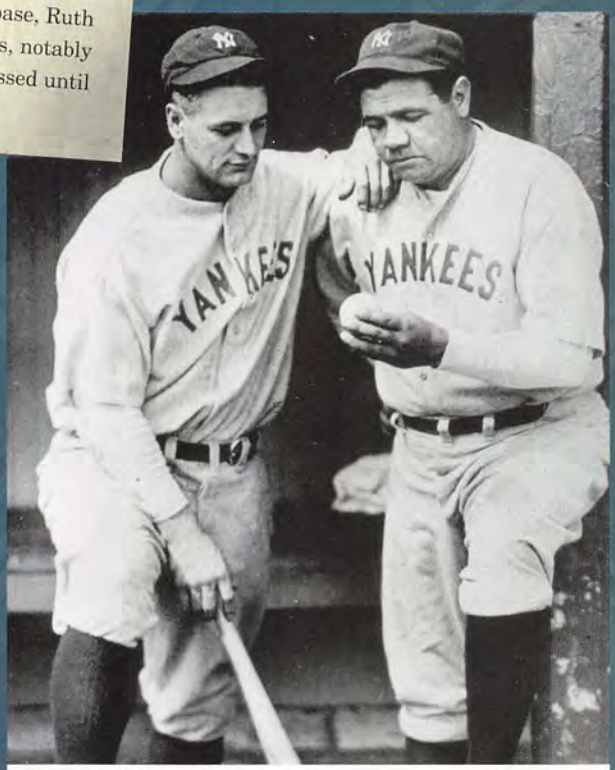
Once again, it was an all-New York World Series, but this time the Yankees had a home of their own and the Series would be played in two ballparks. And this time, the outcome would be different.

The Giants won the first World Series game ever played in Yankee Stadium when outfielder Casey Stengel, who would become the manager of the Yankees 26 years later, broke a 4-4 tie with an inside-the-park home run in the top of the ninth, losing his shoe as he rounded second base.

Ruth hit two home runs to lead the Yankees to victory in Game 2 and Stengel homered again in the seventh inning for the only run in Game 3. Down two games to one, the Yankees swept the last three for their first world championship. Ruth smacked three homers, scored eight runs and batted .368.

In 1923, a young native New Yorker from Columbia University, made his Yankees debut. Lou Gehrig appeared in 13 games, came to bat 26 times, had 11 1921 World Series. Ruth returned to blast 35 home runs, drive in 99 runs, hit .315 and help the Yankees beat out the St. Louis Browns by one game for their second consecutive American League pennant. But in the World Series, Ruth was pitifully inept. He had only two hits, a single and a double, batted .118 and drove in only one run and the Yankees lost the Series four games to none (one game ended in a tie when it was called because of darkness). The Giants had put the upstart Yankees in their place.

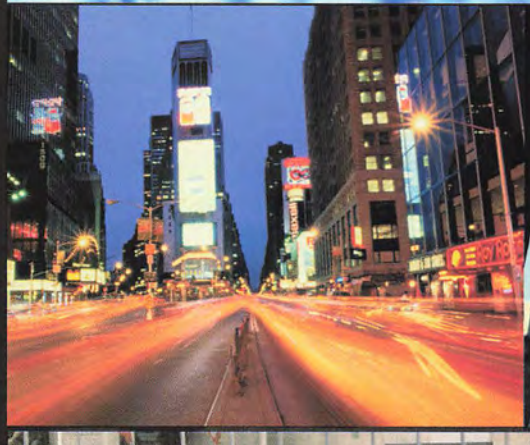
Their place in 1923 was the brand-spanking, magnificent new ballpark, Yankee Stadium, which opened on April 23, 1923. The official attendance was announced as 74,217, with an estimated additional 15,000 milling around outside, having been denied admittance to the new Taj Mahal of baseball. Fittingly, the first home run hit in the new stadium was by Babe Ruth, with two runners on in the third inning. The Yankees beat the Red Sox, 4-1, and would go on to win their third consecutive American League pennant by a robust 16 games over Detroit.



Lou Gehrig (L) and Babe Ruth.

Kinney System Meyers Parking
Edison Parking Management

Central Parking System



We've Got It Covered!

21 Penn Plaza • New York • NY • 10010 • 212-321-7500

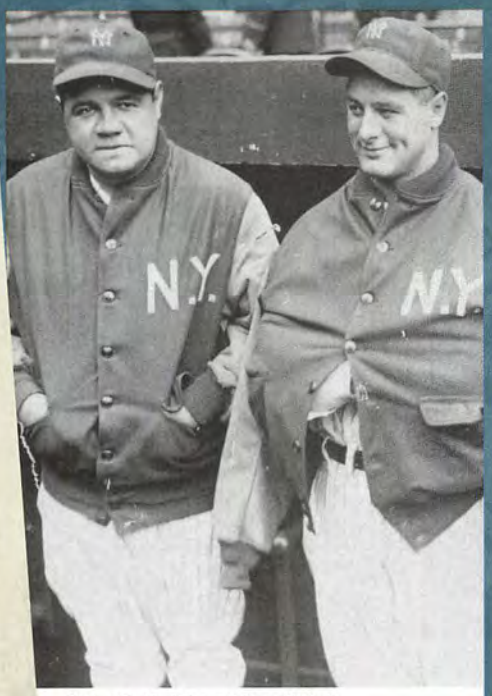
OCT. 8, 1927

MURDERERS' ROW CAPS OFF ASTOUNDING SEASON WITH SERIES WIN

The Series sweep of the Pirates was almost an afterthought in a season of unparalleled domination. With 110 victories in a 154-game schedule, the Bronx Bombers coasted to the pennant by a 19-game margin. Ruth was the star, but he was in his 14th year; the up-and-comer was Lou Gehrig, pundits said.

From L: Lou Gehrig, Earle Combs, Tony Lazzeri and Babe Ruth.

But if you were a pitcher and you somehow got by Ruth and Gehrig, you still had to deal with Tony Lazzeri, Bob Meusel and Earle Combs, the other "convicted killers." Centerfielder Combs received little ink despite his penchant for triples—three in one game, 81 over the four-year period from 1927 to '30—and a lifetime batting average of .325. The veteran RBI man Meusel had switched between left field and right with Ruth ever since 1920 (Ruth avoided the sun field). Lazzeri, the slugging second sacker, was an instant hit in New York after hitting 60 homers in the Pacific Coast League in 1925.



Babe Ruth (L) and Lou Gehrig.

hits—five singles, four doubles, a triple, a home run—nine RBI and a .423 batting average. Two years later, on June 1, Gehrig entered the game as a pinch-hitter. The following day, when the regular first baseman Wally Pipp was hit on the head by a pitch in batting practice and taken to a hospital, Gehrig took over at first base and remained there through an Iron Man streak in which he would play in 2,130 consecutive games.

The Yankees would not return to the World Series until 1926, when they lost in seven games to the St. Louis Cardinals. But in 1927, with Babe Ruth raising the home run record bar to 60, Gehrig hitting 47, and the team a record 158 home runs, the Yankees won their fifth pennant in seven years and swept the Pirates in four games for their second world championship.

As the decade of the '20s came to a close, numbers appeared on the backs of baseball uniforms for the first time. In 1929, the Yankees introduced this custom by assigning numbers to their players according to the position they occupied in the batting order. Thus, Earle Combs was No. 1, Mark Koenig No. 2, Babe Ruth No. 3, Lou Gehrig No. 4, Bob Muesel No. 5 and so on.

After winning the pennant and sweeping the Cardinals in four games in the 1928 World Series, the Yankees slipped to second place behind the Philadelphia Athletics in 1929.

But New York's American League franchise, which had not won a championship in the first 17 years of its existence, became baseball's dominant team in the '20s. They won six pennants in the decade and three world championships.

And the best was yet to come.

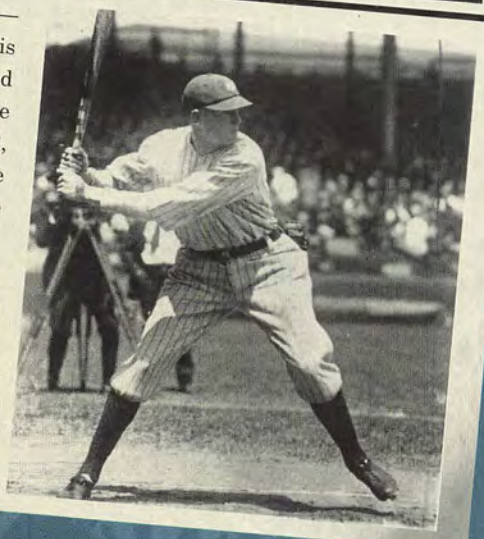
The famous Yankee Stadium façade.

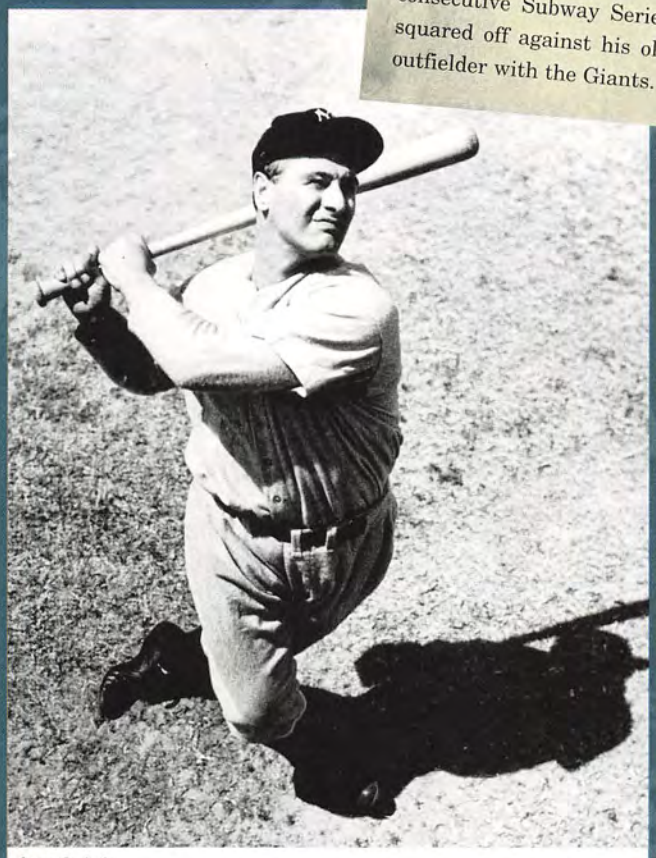
JULY 26, 1928

BOB MEUSEL HITS FOR THE CYCLE FOR THIRD TIME

In Detroit, this marked the third and final time—all on the road—that Meusel would achieve this peculiar feat of hitting a single, double, triple and home run in the same game. He had previously done so on May 7, 1921, at Washington and on July 3, 1922, at Philadelphia. This remains a record in the AL, and has been matched by only two others, Babe Herman and Long John Reilly, in baseball history.

Playing for the Yankees throughout the 1920s, Meusel drove in more than 100 runs five times, leading the league in that category (138) and in homers (33) in 1925, when Ruth saw limited action. In three consecutive Subway Series (1921–23), Bob Meusel squared off against his older brother, Emil, a star outfielder with the Giants.





Lou Gehrig

Fan favorite Babe Ruth paid frequent visits to sick children in the hospital.

The 1930s: The Yankees' New Deal

By Steven Goldman

With Ruth, Gehrig and eventually DiMaggio headlining the team, manager Joe McCarthy led the Yankees to an unprecedented decade-long run of success

The 1930 season had left the Yankees as unsettled as they had been at any time since the arrival of Babe Ruth. The club had finished a distant third under rookie manager Bob Shawkey, and it was apparent that he had lost his players. The team was owned by the same owner, Col. Jacob Ruppert, and run by the same secretary (general manager in today's parlance), Ed Barrow, as it had been throughout the '20s. They were just as savvy now as they had been then, but they had been thrown a curve by tragedy: the lack of direction in the field was the result of Miller Huggins' unexpected death at the end of the 1929 season. As time went by, the Yankees would recover to post the most successful decade in baseball history, but before the decade was over the team would again be shadowed by tragedy.

There are four names to know, four supermen who made the decade what it was for the New York Yankees. There were others whose names would be remembered by history, but without Joe McCarthy, Babe Ruth, Lou Gehrig and Joe DiMaggio, none of it would have happened.

"I will stand for you finishing second this year because you are new to this league," said the Colonel, "but I warn you, McCarthy, I don't like to finish second."

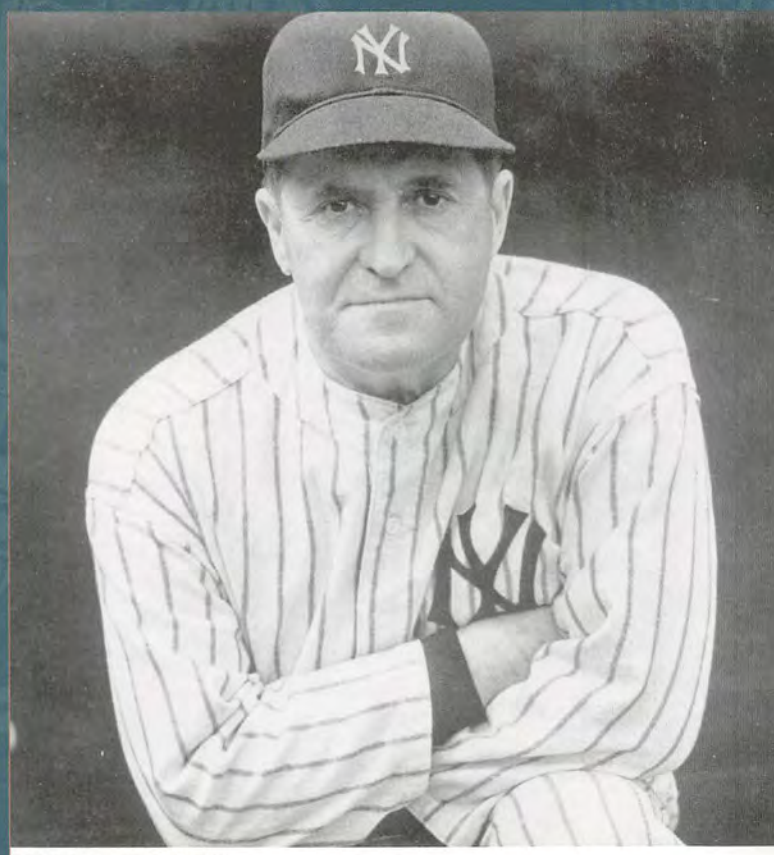
With these words, Jacob Ruppert welcomed Joe McCarthy, 44, to the New York Yankees. McCarthy had never made the majors as a player, but he had enjoyed sustained success as the skipper

JUNE 3, 1932

LOU GEHRIG HITS FOUR HOMERS IN A GAME IN PHILLY

The feat had been accomplished twice in the 19th century, by Bobby Lowe and Ed Delahanty, but Lowe's homers had sailed over a temporary 250-foot wall and all of Delahanty's four were inside-the-park affairs. Gehrig's feat was truly unprecedented—and he very nearly hit a fifth one out, but Al Simmons made a great catch at the left-field wall. As New York beat the A's at Shibe Park, 20-13, Gehrig's feat overshadowed Tony Lazzeri's "natural" cycle—single, double, triple, home run, in that order, topped off by a grand slam.

Usually it had been Gehrig whose accomplishments had been overlooked in the long shadow of Babe Ruth. Yet even after his four-HR feat, the newspaper headlines went not to Gehrig but to John McGraw, who announced that he was stepping down as Giants manager.



Manager Joe McCarthy

a commitment to integrated engineering & design

HRE PERFORMANCE WHEELS

metal Sculpture

For the world's finest vehicles.

www.hrewheels.com

760-598-1960

forged 840R series

superior from the beginning...

HRE 3-piece wheels look, fit and perform better than any other for good reason. Our design and engineering experts work in concert to create wheels that are as technically precise as they are beautiful. Optimal strength-to-weight ratios, minimal rotational inertia, aerospace grade materials and exotic, detailed design culminate in exceptional 3-piece wheels. Each one custom-tailored for exacting stock replacement or fitment on the world's fastest tuner cars. It's what sets HRE wheels apart. Unequaled commitment. Unequaled results.

Aston Martin Vanquish shown with **845R: 20"x9.5"F, 20"x10"R**. Forged 840R Series 3-piece fitments available in 18", 19" & 20" sizes.

©2003 HRE Performance Wheels. All rights reserved. Photography by Tom Page. Design by imageFactory.us

of the Louisville Colonels, a more prestigious posting then than now when neither television nor radio had penetrated the heartland and baseball fans living away from the East Coast followed their minor league nines with the same intensity their descendants monitor the bigs today.

Louisville earned McCarthy the chance to skipper the Chicago Cubs in 1926. McCarthy had strong ideas about how ballplayers should conduct themselves and immediately commenced a career-long habit of clashing with his stars. Jim Bouton, who joined the Yankees nearly 20 years after McCarthy's day had ended, wrote, "From McCarthy's time on, we were all supposed to look the same, act the same, play the same...individuals need not apply." In pursuit of professionalism, McCarthy dealt pitcher Pete Alexander to St. Louis. A short-term disaster, the deal led directly to a Cardinal pennant. In the long-term, Cubs players learned fear: no one was untouchable.

In 1929, McCarthy made a deal with the devil, promising a pennant if the Cubs would acquire slugging second baseman Rogers Hornsby. The pennant was won, but McCarthy's job was lost: before the end of the 1930 season Hornsby had McCarthy's job.

With the Yankees of the 1920s, playing hard had sometimes taken a backseat to partying hard. This tendency defeated Shawkey and had contributed to Miller Huggins' exhaustion and early death. Ed Barrow saw McCarthy as the kind of strong leader who could reign in the exuberant Babe Ruth. If Ruth complied, the rest of the club would fall into line.

The only problem with the plans hatched by Ruppert, Barrow and McCarthy was that the Babe was dead set against them. At 36 years old, Ruth was looking to the future and saw himself as the next manager of the New York Yankees. Ruppert and Barrow had never considered Ruth for a moment. They liked the money he made for them but despised his antics. "Ruth couldn't manage himself," said Barrow, "so how could he manage a ballclub?" Those words followed Ruth for the rest of his life, and they haunted McCarthy too, who now had to deal with a resentful, alienated star who was not as easily disposed of as Pete Alexander.

Ruth predicted that he would hit 61 home runs in

From L: Lou Gehrig, Tony Lazzeri, Frank Crosetti and Red Rolfe.

OCT. 1, 1932

RUTH "CALLS HIS SHOT" IN GAME 3 OF 1932 WORLD SERIES

An artist's depiction of Ruth's "called shot" in 1932.

There was bad blood between New York and Chicago going into the Series. The Yanks publicly ridiculed the Cubs for their stinginess in awarding late-season pickup Mark Koenig, a former Yankees shortstop, only a tiny share of the Series loot. The Cubs' verbal counterattack was constant through Games 1 and 2 with a "fat, over-the-hill" Ruth a special target.

In the fifth inning of Game 3, the taunts from the Chicago dugout and Wrigley Field patrons were particularly virulent as Ruth stepped to the plate with the score tied, 4-4. Cubs pitcher Charlie Root fired a strike past the Babe, whose response was to point to the center-field bleachers. After strike two and a continued shower of abuse, Ruth reportedly repeated the gesture. On the next pitch, as the legend goes, he hit the ball precisely where he had pointed, the longest home run ever seen at Wrigley Field. The Cubs were quiet after that, and the Yankees completed their sweep of the Series.

1931. Instead, the increasingly fragile slugger topped out at 46—still good enough to tie with Gehrig for the league lead (Gehrig would have won the title outright but for a baserunning incident in which Yankees shortstop Lyn Lary allowed Gehrig to trot past him, nullifying a round-tripper). The team as a whole scored more than 1,000 runs to lead the league, but the offense could not overcome the weakness of the pitching staff, which was a one-man show—Lefty Gomez and pray for rain.

After losing three consecutive races to Connie Mack's Philadelphia Athletics, new Yankees' manager Joe McCarthy felt a rebuilding program was in order. His original plan was to put rookie infielder Frank Crosetti, who had hit .343 for the San Francisco Seals of the Pacific Coast League in 1931, at third in place of veteran Joe Sewell; another rookie, second baseman Jack Saltzgaver, would replace Tony Lazzeri. Lazzeri was only 28, but had had an off season in 1931.

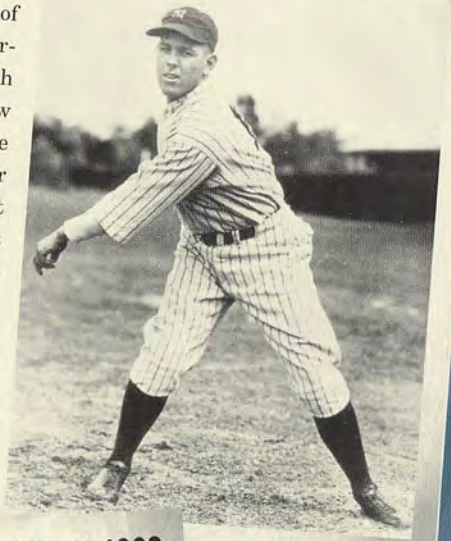
The Yankees started the season 10-3, but this was in spite of the changes rather than because of them. Saltzgaver hit .128 and was returned to the minors; Lazzeri resumed his old position and went on to record a 100 RBI season. Meanwhile, starting shortstop Lyn Lary,

APRIL 25, 1933

RUSS VAN ATTA DEBUTS, HURLING SHUTOUT AND BATTING 4-FOR-4

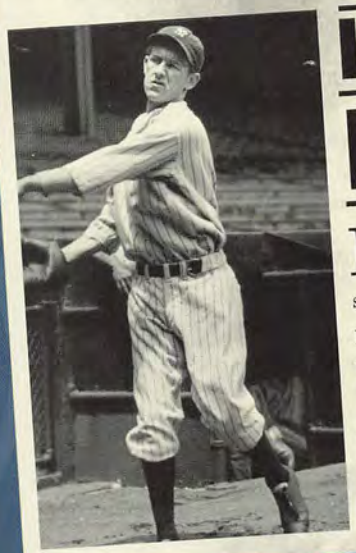
In a game marred by a wild brawl that resulted in the suspension of three players, the Yankees overwhelmed the Senators at Griffith Stadium, 16-0. New York's southpaw pitcher Russ Van Atta had perhaps the greatest first game any rookie has ever had, going the distance for the five-hit whitewash and collecting four singles in four times at-bat. Earle Combs topped the kid by going 5-for-5, but then again he didn't throw a pitch.

Van Atta went 12-4 in his rookie campaign, but that was to be his high-water mark. After cutting his pitching hand in the offseason, he never regained that level of effectiveness.



JULY 6, 1933

IN FIRST ALL-STAR GAME, LEFTY GOMEZ STEALS THE SHOW



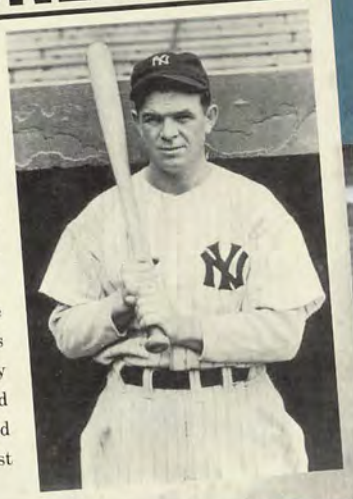
Lefty Gomez was an outstanding performer for the Yankees between 1930 and 1942, twice winning the pitcher's Triple Crown, leading the league in wins, ERA and strikeouts in 1934 and 1937. So it was not surprising when, in the first All-Star Game, played at Chicago's Comiskey Park, he was chosen to start the game and then hurled three scoreless innings to get credit for the American League's 4-2 win.

What was beyond anyone's prediction was that Gomez, a notoriously dreadful hitter (.147 lifetime), would go down in history as the man whose hit drove in the first run scored in All-Star competition. Although Babe Ruth hit a two-run homer and made a sensational catch of a Chick Hafey line drive in the eighth frame to preserve the win, it was Lefty's day all the way.

The 1936 Yankees

JUNE 6, 1934

MYRIL HOAG GETS SIX HITS IN ONE GAME



It can sometimes seem that all the great Yankees moments were provided by their many Hall of Famers, but the fates also bestow fortune upon lesser lights like Fritz Maisel, Guy Zinn and Russ Van Atta. In the first game of a twin bill at Boston's Fenway Park on this day, the gods' favorite was Myril Hoag, a reserve outfielder on four Yankee pennant-winners but never a star.

Except for this day, that is. Subbing for Babe Ruth, Hoag slapped six singles in his six at bats as New York coasted to a 15-3 win over Lefty Grove. No Yankee before or since has secured six hits in a regulation game, though Gerald Williams tied the mark in a 15-inning contest in 1996.

JULY 14, 1934

RUTH HITS HOME RUN NO. 700

Nearing 40 and struggling to stay in playing condition, the great Babe was finally wearing down in 1934, which was to be his last season with the Yankees. He played in only 111 games in the outfield and hit only 22 home runs, his lowest total since 1918, when he was still a Red Sox pitcher.

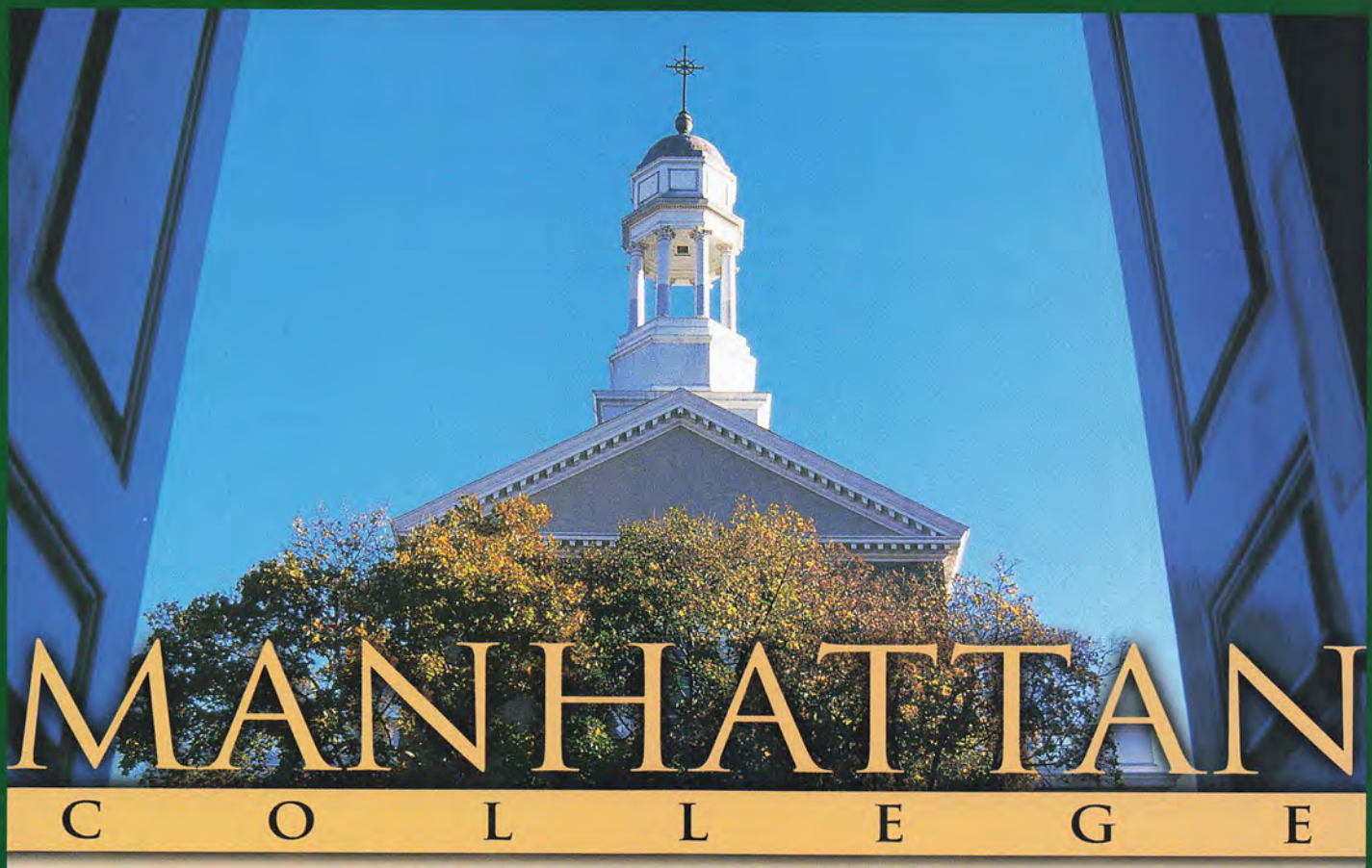
It was no surprise that career homer No. 700—slugged at a time when no one else had hit even half that many—came at Detroit, where Ruth loved to hit. The victim was Tommy Bridges, who surrendered the blast in the third inning of a 4-2 Yankee victory. Ruth would go on to hit only eight more home runs as a Yankees player, the last coming on Sept. 29 against Syd Cohen in Washington. The additional six that brought his total to 714 came in 1935 as a member of Boston Braves; the Babe went out with a bang, hitting his final three homers in a game at Pittsburgh on May 25.

who had delivered 107 RBI in 1931, suddenly lost his bat. Crosetti was shifted over to short, and Sewell was returned to third base. But for Lary, the 1931 lineup was restored and the team kept winning. Much ado about nothing—the 1932 Yankees scored 1,002 runs, marking them as one of the most potent offensive units in history. Combined with a pitching staff that lead the American League in almost every conceivable category, McCarthy had concocted the kind of ballclub that would become his trademark, a dominating, almost

Bill Dickey and Lefty Gomez

frighteningly potent offense which bolstered a pitching staff that wouldn't rate with, say, the Atlanta Braves' staff of the 1990s but was more than adequate in view of the tremendous run support it received. The Yankees were never out of first place after the first of May.

Prior to the 1920s, major league teams had only informal relationships with their minor league counterparts and did not take a very active role in player development. Most simply lacked the money to put together an elaborate scouting system. Instead, scouting was done from the ground up. The lowest level of minor league teams would scout and sign amateurs with a particular focus on players native to their geographic region. The next highest level would scout them, and the player's contract would be



Manhattan College Riverdale, NY 1-800-MC2-XCEL

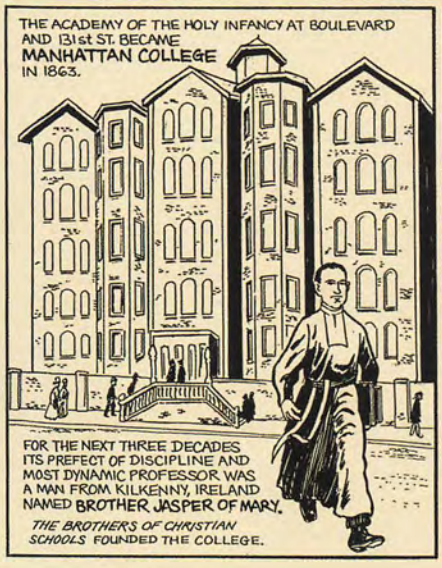
Home of the JASPERS

150 MANHATTAN COLLEGE
LASALLIAN EDUCATION
Celebrating 150 Years of Excellence

and The 7th Inning Stretch

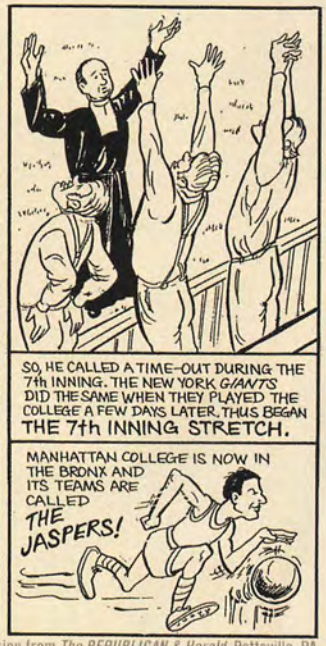
FLASHBACKS by Patrick M. Reynolds

BROTHER JASPER


THE ACADEMY OF THE HOLY INFANCY AT BOULEVARD AND 131st ST. BECAME MANHATTAN COLLEGE IN 1863.
FOR THE NEXT THREE DECADES ITS PREFECT OF DISCIPLINE AND MOST DYNAMIC PROFESSOR WAS A MAN FROM KILKENNY, IRELAND NAMED BROTHER JASPER OF MARY.
THE BROTHERS OF CHRISTIAN SCHOOLS FOUNDED THE COLLEGE.

BROTHER JASPER ORGANIZED THE SCHOOL'S FIRST LITERARY SOCIETY AND STARTED ITS FIRST BAND. HE ALSO INVENTED A TRADITION THAT EXISTS THROUGHOUT THE WORLD TODAY.

IN JUNE, 1882, MANHATTAN COLLEGE WAS PLAYING BASEBALL AGAINST THE SEMI-PRO METROPOLITANS AT 161st STREET. JASPER, WHO WAS ALSO THE COLLEGE'S FIRST ATHLETIC DIRECTOR, NOTICED THAT THE FANS WERE GETTING FIDGETY.
AT BAT IS TIP O'NEILL OF THE METS.


SO, HE CALLED A TIME-OUT DURING THE 7th INNING. THE NEW YORK GIANTS DID THE SAME WHEN THEY PLAYED THE COLLEGE A FEW DAYS LATER. THUS BEGAN THE 7th INNING STRETCH.
MANHATTAN COLLEGE IS NOW IN THE BRONX AND ITS TEAMS ARE CALLED THE JASPERS!

Reprinted with permission from *The REPUBLICAN & Herald*, Pottsville, PA

SEPT. 30, 1934

LOU GEHRIG WINS TRIPLE CROWN

The changing of the guard came at last. Babe Ruth had hit his final home run in pinstripes the day before. On this day, at the conclusion of a meaningless doubleheader with the Senators, Lou Gehrig secured what Ruth had never accomplished (and, among Yankees, only Mickey Mantle would attain afterward): a Triple Crown. His 49 home runs, 165 RBI, and .363 batting average all prevailed by comfortable margins, although earlier in his career Gehrig had topped both that RBI mark and that batting average on three other occasions. In fact, he had been the Yankees' best player for years.

In 1933, Gehrig had surpassed Everett Scott's consecutive-game mark of 1,307. In 1934, in addition to the Triple Crown he hit four grand slams, a record at the time. The fourth, an inside-the-park job on July 5, was the 17th of his career, surpassing Ruth's record. Gehrig would end his career with 23 grand slams.

Lou Gehrig (L) and Joe DiMaggio.

sold to the highest bidder. This process was repeated at each succeeding level until the player either proved himself incapable of advancing or was sold to the majors. One of the chief ways a minor league team made money was in the profits it reaped from selling player contracts.

This system gave an advantage to the wealthy New York teams (not including Brooklyn, which was in near-bankruptcy at this time) because they could outbid most of the other teams for a player's services. In the Yankees' case, other than Gehrig, almost every original Yankee on the roster had been acquired through a cash transaction.

St. Louis Cardinals general manager Branch Rickey did not have the funds to compete at this game, so he invented a new way of developing players. Rickey began buying interests in teams at all levels of the minor leagues, thus securing himself control of a large number of prospects from the beginning of their careers and eliminating the need to purchase them for large sums of money. In a very short time, Rickey was supplying the Cardinals with more quality ballplayers than they could use. This was the beginning of the modern farm system.

As the man who had scouted Honus Wagner back in the late-19th century, Yankees GM Ed Barrow was instinctively opposed to the mass production of ballplayers. With Col. Ruppert's money behind him, Barrow could afford to send his top scouts anywhere in the country at a moment's notice. To Barrow, scouting was about having the critical sense to recognize a Wagner when you saw one, rather than indiscriminately scooping up raw talent and seeing who shook out in the mix.

Whenever Col. Ruppert broached the idea of creating a farm system, Barrow would go to extravagant lengths to talk him out of it. Ruppert is sometimes portrayed as a man who did not really know the intricacies of baseball, but in this one instance he was definitely ahead of Barrow: In 1932 he ignored the advice of his GM and purchased the Newark Bears of the International League.

Now the Yankees had the beginnings of a farm system whether Barrow wanted one or not, and they needed someone to run it. To Barrow's credit, he accepted the situation and recommended that Ruppert hire George Weiss, a 38-year-old minor league executive who had successfully operated the New Haven club in the Eastern League (where he became good friends with Casey Stengel, then managing his first team at Hartford), and then the Baltimore Orioles of the International League. Barrow did not particularly like Weiss, but his track record for developing young players was almost as good as Rickey's.

Weiss' hire was a key moment in the history of the Yankees. Not only did Weiss expand the farm system beyond Newark (it ultimately expanded to include 24 teams), giving the Yankees the same advantages as Rickey's Cardinals, but he ultimately succeeded Barrow to become one of the most successful general managers.

In 1932, the big question on everyone's mind was: Did he or didn't he? Even Ruth's answer sometimes wavered. This much is certain: irregardless of whether the Babe's shot was called in the 1932 World Series, the homer was only one of eight that rained down on the Chicago Cubs, three of them by Gehrig, as the Cubs bowed down four games to none.

A three-year pause followed, during which the Washington Senators and Detroit Tigers surpassed the Yankees. Even as the team suffered through three consecutive second-place finishes, a dynasty was being designed. McCarthy continued to remake the team according to his image of the ideal ballplayer, outlawing cards in the locker room ("This is a clubhouse, not a clubroom," he said), told players to shave before coming to work and to wear ties. On the road, players had to be at breakfast by 8:30; this was McCarthy's way of encouraging his players to go to bed early. He even remodeled the Yankees cap to be higher and rounder, and told the team to purchase uniforms a half-size too large, so his players would look bigger, bulkier, more intimidating.

MAY 24, 1936

TONY LAZZERI DRIVES IN 11 RUNS AND HITS FOR 17 TOTAL BASES

Although his home run exploits in New York never approached the 60 he hit in the dry air of Salt Lake City in 1925, "Poosh 'Em Up" Tony was the starting second baseman for the Yankees for a dozen years and is enshrined in Cooperstown alongside Murderers' Row cohorts Ruth, Gehrig and Combs. In this landmark game, a 25-2 walloping of the A's at Shibe Park, Lazzeri hit two grand slams, another homer, and a triple earning 11 total RBI. Because he had hit two homers the day before, he tied the record of Cap Anson and Ty Cobb of five in two days.

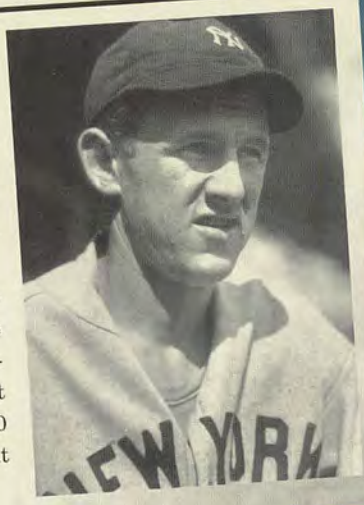
How good were the Yankees of 1936, who had lost Ruth and Meusel from the famous 1927 team but had gained Bill Dickey and Joe DiMaggio? Lazzeri batted eighth in the lineup.

OCT. 8, 1938

LEFTY GOMEZ GAINS SIXTH WORLD SERIES WIN WITHOUT A LOSS

He was known as "Goofy" because of his peculiar notions, such as when he proposed a revolving bowl for goldfish too tired to swim around. He was a favorite with the writers because he was always good for a quip. At World Series time, he was a favorite with his teammates because all he did was win. From 1932, his first October appearance, through 1938, he won every game he started—six in total. He pitched one more inning in the Yanks' 1939 victory, without a decision, and retired with a record 6-0 mark.

Innovations of later years—the Division Series and League Championship Series—dictated that a world champion accumulate more than four postseason wins. In the Yankees' drive to championships in 1998, 1999 and 2000, Orlando Hernandez piled up eight consecutive postseason victories before losing a decision in the 2000 World Series. But only two came in the World Series, so Gomez's feat remains unequaled.



OCT. 9, 1938

UNDER JOE McCARTHY, YANKS BECOME FIRST TEAM TO WIN THREE STRAIGHT WORLD SERIES

Red Ruffing

In a rematch of the 1932 Fall Classic, the Bronx Bombers again meet the Cubs, and again the result is a sweep. Red Ruffing threw two complete-game victories and Lefty Gomez and Monte Pearson won one apiece. The common denominator in the two World Series triumphs was brilliant manager Joe McCarthy, who had taken the Cubs to the World Series in 1929.

Joe McCarthy

In 1936 the Yanks had prevailed over the Giants in six games; in 1937 the opponent had been the same but the inevitable result required only five games. Next year, despite the loss of Lou Gehrig only eight games into the season, they swept the Reds to win their fourth straight championship, going 16-3 along the way. McCarthy would capture three more flags in New York (1941–43); only in 1942 did his Yanks lose in October.

These were cosmetic changes. Far more important was the trade the team would make, replacing Ruth, who would never buy into the program, with a young man from California whose innate sense of reserve made him the quintessential McCarthy player even though the two had never even met. In 1934 the No. 1 prospect in the country was San Francisco's Joseph Paul DiMaggio. Every team in baseball knew it, but the asking price was very high. As the bidding dragged on, DiMaggio suffered torn knee cartilage exiting a cab (at least, that was the story told—police reports had him falling off of a running board). Now the price dropped, but with the Depression on, few teams could afford to take a chance on the hobbled outfielder, even at the low, low introductory price of $25,000—few teams except the Yankees.

On Nov. 21, the Yankees sent five players—Doc Farrell, Floyd Newkirk, Jim Densmore, Les Powers and Ted Norbert—to the San Francisco Seals of the Pacific Coast League as part of the payment for DiMaggio. The cash had already arrived. The plan was for DiMaggio to remain with the Seals in 1935 and join the Yankees in 1936.

MAY 2, 1939

LOU GEHRIG'S CONSECUTIVE GAMES PLAYED STREAK ENDS AT 2,130

The Iron Horse had given signs of slowing down in 1938, as his batting eye and power declined to levels not seen in a decade. Never graceful, he seemed less mobile in the field, too. Casual observers chalked this up to the normal aging of a veteran player, but when Lou struggled through Spring Training 1939 and then recorded only four hits, all of them singles, through the first eight games of the regular season, his teammates knew something was terribly wrong, and so did Lou.

Manager Joe McCarthy would not replace the man who had done so much to make the dynasty. As the Yankees' captain, Gehrig presented the lineup card to the umpires on this day as usual. After 2,130 games, however, his name was not on it, nor would it ever be again.

Bring the heat with...

ADAMS

At the same time the Yankees were securing the services of the man who would initially be billed as "the next Babe Ruth," they parted ways with the original. In 1934, Ruth was 39 and out of shape. His fielding had become pitifully weak and he frequently asked out of the lineup. He also had the Yankees over a barrel: the team didn't want him for 1935, and didn't plan to play him if he returned. At the same time, he was far too popular to simply release. Ruth solved the problem for the team by announcing he would not sign another contract with the Yankees unless it was to manage. With the line drawn in the sand, the team had no choice but to release him to the Boston Braves.

DiMaggio finally arrived in May of 1936, his Yankees debut having been delayed by a spring training mishap with a diathermy machine. He was an immediate success, and his arrival completed the redesign that McCarthy had gradually implemented over the previous few seasons. DiMaggio's presence also seemed to revitalize Lou Gehrig, whose 1935 season, his only one without either Ruth or DiMaggio on the team, was not one of his best. He blasted 49 home runs, scored 167, and drove in 152 to capture his second MVP award.

Along with Red Rolfe, Ruth's replacement in right, George Selkirk, and durable catcher Bill Dickey, DiMaggio and Gehrig comprised the heart of one of the most potent offenses of all time. If the starting rotation still fell off after Lefty Gomez and Red Ruffing, it didn't matter much—Monte Pearson's aches and pains were easy to endure when the team might put up 15 runs in the first inning. The bashing, smashing Yankees, "window breakers" as one observer called them, commenced an unprecedented run of four straight pennants and World Series wins. So dominant were the Yankees that each of the championship series was anticlimactic; the team lost a grand total of four games in the four Series.

Lou Gehrig was with the team for the final championship of the string, but only as an observer. His play had fallen off in 1938 and in early 1939 his skills seemed to have vanished altogether, along with his basic motor function. On May 2, 1939, the Iron Horse asked out of the lineup. With Babe Dahlgren at first, Gehrig's consecutive games streak ended after 2,130 games. Shortly thereafter came the diagnosis of ameotrophic lateral sclerosis that, tragically, solved the mystery of Gehrig's sudden decline.

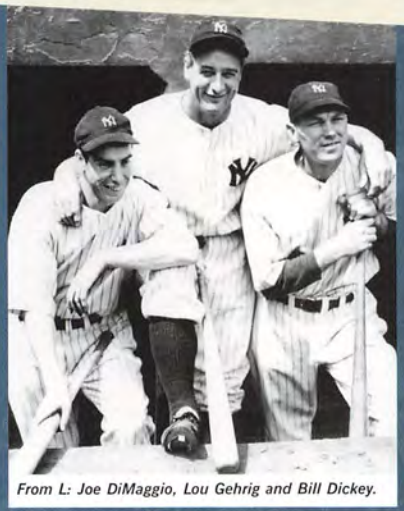
Incredibly, the 1939 champions might have been the best of the decade, if not the best team of all time. Dahlgren wasn't half the player Gehrig was, but with young Joe Gordon at second base and slugging rookie Charlie Keller in right, the team amassed 106 wins and beat the Cincinnati Reds 4-0 in the World Series.

In 1940, the Yankees slumped to 88 wins, finishing a close third in a weak field. Their two-game shortfall in the standings could be blamed on Lefty Gomez's shoulder injury—his absence left the team with a fatal lack of left-handed pitching—but it seems more likely that the decline was attributable to the belated realization that from now on, the New York Yankees would have to survive without Lou Gehrig.

JULY 4, 1939
GEHRIG BIDS FAREWELL TO BASEBALL

After removing himself from the lineup, Lou continued to travel with the team, with a stopover at the Mayo Clinic in Minnesota. The death verdict was Amyotrophic Lateral Sclerosis (ALS), a degenerative assault upon the nervous system that has come to be known today as Lou Gehrig's Disease. In mid-June, that news was revealed to the press as Gehrig's retirement was made official.

The Iron Horse consented to a special day in his honor that would permit him to say a public goodbye to the game while he still could. Before a full house at Yankee Stadium as well as past and present teammates, he said, "Fans, for the past two weeks you have been reading about the bad break I got. Yet today I consider myself the luckiest man on the face of the earth." Though his great record has been surpassed, his legend is undiminished.



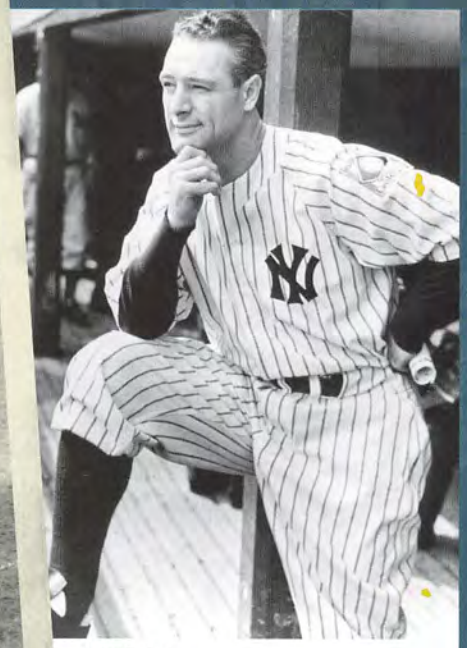
From L: Joe DiMaggio, Lou Gehrig and Bill Dickey.

JULY 26, 1939

BILL DICKEY HITS THREE STRAIGHT HOMERS AGAINST THE BROWNS

In a 14-1 win at Yankee Stadium, the great catcher performed an uncharacteristic exploit. In four years from 1936 to '39, Dickey, who had never hit more than 14 homers in a season, belted a total 102, three of them coming in one midsummer game in St. Louis. He caught in 100 games 13 straight years, hit over .300 11 times, and was elected to the Hall of Fame in 1954.

But most important, Dickey was the soul of the Yankees, the great influence in the clubhouse and on the field. Joining the team in 1928, Dickey was the glue that united Ruth and Gehrig (his roommate) with DiMaggio, Berra and even Mantle. When his playing days were over, Dickey managed, coached and scouted for the Yankees into the 1960s. Yogi Berra, when he was a raw and untried receiver, knew he'd come out all right because Dickey "learned me all his experience."



Lou Gehrig

OCT. 8, 1939

YANKS WIN FOURTH CONSECUTIVE WORLD SERIES, SWEEPING REDS

Just as it appeared that Cincinnati would win Game 4 to avoid the National League's second straight sweep, the Yankees scored two in the ninth inning to tie and three in the 10th to win. Joe DiMaggio's hit scored Charlie Keller, who barreled into Reds catcher Ernie Lombardi. Woozy and in pain, Lombardi spun and fell to the ground, out cold, as DiMaggio scored too. Not many individual plays get their own moniker, but this one became known as "Lombardi's Snooze" (L).

The comedy of errors obscured an amazing run to the championship. Despite having to replace Gehrig in May with .235 hitter Babe Dahlgren at first base, Joe McCarthy's Yankees romped to the pennant by 17 while scoring 411 runs more than they allowed, about 2½ runs a game, a 20th-century record. When talking about the greatest Yankee team ever—1927, 1961, 1998, or whatever other year one may choose—it's impossible to ignore the Bronx Bombers of 1939.

The 1940s: Joltin'

By Phil Pepe

Joe DiMaggio dominated the decade, carrying Yankees tradition through the war years and beyond

Ominous clouds hovered over Yankee Stadium on the morning of May 15, 1941. The winds of war wafted from across the Atlantic Ocean. Closer to home, the great Joe DiMaggio was in a slump.

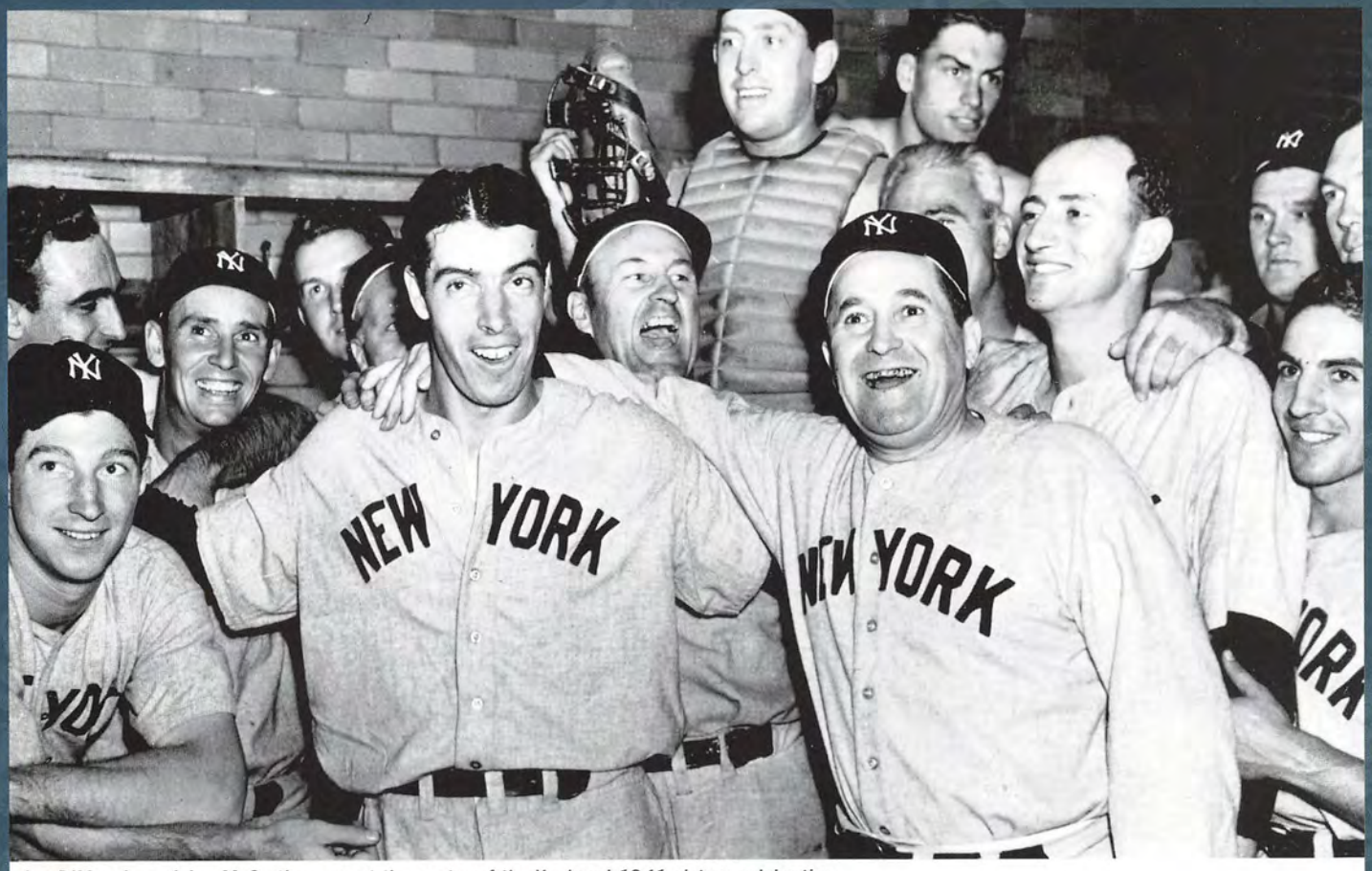
DiMaggio had arrived in New York in 1936. In his first four seasons, the Yankees won four American League pennants and four World Series championships. In his four years, DiMaggio averaged 34 home runs and 134 RBI and batted no lower than .323 each year, including a league-leading .381 in 1939.

Joltin' Joe won a second consecutive batting title in 1940, but while his home run total increased from 30 to 31 and his RBI total from 126 to 133, his average fell off 29 points to .352 and the Yankees finished third. Anticipating a hefty raise from his salary of $32,000, DiMaggio was outraged when his 1941 contract called for a $2,500 cut. He refused to report to spring training until the Yankees agreed to raise his salary to $35,000.

Having missed two weeks of training, DiMaggio was determined not to let his late start curtail his production. He batted safely in all 19 exhibition games in which he played and started the season by hitting safely in the Yankees' first eight games for an average of .528.

But on May 15, DiMaggio was mired in a horrendous three-week slump during which his average plummeted more than 200 points, and he had dragged the Yankees down with him. As they prepared to face the White Sox, the Yankees lost four straight, seven of their last nine, and tumbled five games out of first place.

On a hazy afternoon in Yankee Stadium, DiMaggio, hitless in his



Joe DiMaggio and Joe McCarthy were at the center of the Yankees' 1941 victory celebration.

Medicaid Managed Care

Partners in health and Affiliates

For Low-Income Families & Children We Offer:

Medicaid Managed Care
- Health Coverage for Children and Adults with Medicaid

Child Health Plus (CHP)
- Health Coverage for Children

Family Health Plus (FHP)
- Health Coverage for Adults

Health Promotion for the Bronx Community

Join Us! 1-800-224-6321

Child Health Plus

Partners in health and Affiliates

2595 Webster Avenue • Bronx, NY 10458
www.stbarnabashospital.org/PIH

family health plus

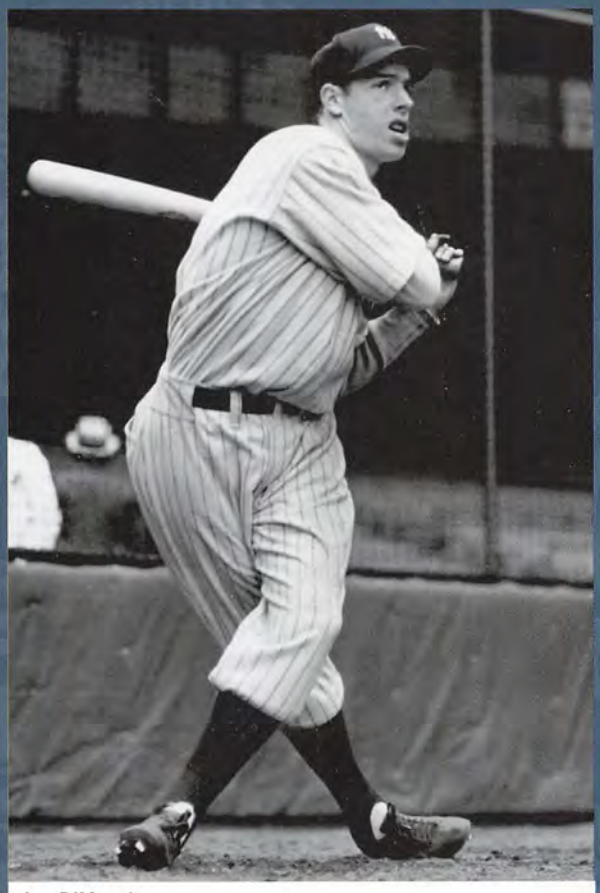
HEALTHY CHILDREN • HEALTHY FAMILIES • HEALTHY COMMUNITIES

JULY 16, 1941

JOE DIMAGGIO HITS IN 56TH CONSECUTIVE GAME

What may be baseball's most enduring feat of batsmanship began on May 15 with a first-inning single off Chicago's Ed Smith. As DiMaggio hit in game after game, the press noted the mileposts: George Sisler's American League mark of 41 in 1922 and Willie Keeler's National League high of 44 in 1897. DiMaggio tied Sisler's mark in Game 1 of a June 29 doubleheader and broke it in the nightcap. On July 2 he topped Keeler, and the record was his.

Three hits in Cleveland brought the streak to 56 games, but there it stopped as Indians' third baseman Ken Keltner robbed him of two hits on the 17th. Discouraged for only an instant, Joe started a 16-game hit streak the following day. How grooved was his swing that year? He hit 30 homers and fanned only 13 times.



Joe DiMaggio

previous game, stroked a solid single to center field off Edgar Smith to drive in rookie Phil Rizzuto, the 5'6" native New Yorker who had replaced Frank Crosetti at shortstop. It was not the end of DiMaggio's slump; it was his only hit of the day and the only run the Yankees would score in a 13-1 rout by the White Sox. Despite his single, DiMaggio's average dipped another two points to .304, but like a drop of rain in Johnstown, a crack in the sidewalk on a street in San Francisco and a misstep by Mrs. O'Leary's cow in Chicago, this single in the Bronx was the start of something.

If the great streak had a modest beginning, it followed that pattern in its early days and hardly caused a ripple in the baseball waters. Although he hit safely in his next 12 games, only four times did Joe have a multiple-hit game. On May 29 in Washington, DiMaggio singled in the fourth to extend his hitting streak to 14 games and scored on a single by Crosetti, who hit safely in his 11th straight game. A rainstorm caused the game to be called with the score tied, 2-2, but all individual records were official. Writers noted the good fortune of DiMaggio and Crosetti to have had their streaks extended. It was the first mention in print that DiMag was on a hitting streak.

On Monday afternoon, June 2, in Cleveland, DiMaggio got two hits off Bob Feller. After the game, the Yankees left by train for Detroit and upon their arrival were saddened to learn that the Captain, the Iron Horse, Lou Gehrig, had died in his sleep of amytrophic lateral sclerosis, which would come to be known as Lou Gehrig's disease. He was 17 days short of his 38th birthday.

As summer approached, Adolf Hitler continued his march on Europe and stormed into Poland and Czechoslovakia, and Joe DiMaggio continued his assault on AL pitchers. Although, to be accurate, it had not yet become an assault. In most games, he kept the streak alive with one hit, but on June 7, DiMaggio lashed out three singles to extend his hitting streak to 22 games. He was only halfway to the all-time record, and his wasn't even the longest hitting streak in the American League. Starting on May 15, the same day DiMaggio started his streak, Ted Williams of the Boston Red Sox, having played in one extra game, had hit in 23 straight.

On June 8, both the Yankees and Red Sox played doubleheaders: the Yankees in St. Louis, the Red Sox in Chicago. Although Williams failed to get a hit in either game, DiMaggio homered twice in the first game of his doubleheader and doubled in the second game. The streak was at 24.

Joe DiMaggio

"I certainly was conscious of my streak," Williams said years later. "DiMaggio's was just starting to get into the papers. I went to Chicago with 23 games and did a big and glorious zero, and Joe carried on."

It wasn't only Joe who carried on. The Yankees set a major league record by hitting at least one home run in 25 consecutive games, while DiMaggio passed Rogers Hornsby's National League record of 34 games, tied Ty Cobb's 1911 streak of 40 and took aim at George Sisler's 19-year old modern record of 41 and Wee Willie Keeler's all-time mark of 44 straight games in 1897.

On June 29, the Yankees played a doubleheader in Washington, where a crowd of more than 31,000 crammed Griffith Stadium in 100-degree heat to witness history. They were not disappointed. In his third at bat of the first game, DiMaggio doubled in the sixth to tie Sisler. In the second game, he was hitless until the seventh when he whistled a line drive to left to pass Sisler.

"I owe a lot to [Yankees manager] Joe McCarthy for the streak," DiMaggio said. "He never gave me the take sign. Always let me take my rips."

DiMaggio continued to take his rips. He tied Keeler in the second game of a doubleheader against the Red Sox on July 1 and passed him the next day with a line drive over the left field fence in the fifth inning.

"I really wish I could hit like that guy DiMaggio," said Ted Williams. "I'm being honest. Joe's big and strong and he can club the ball without any effort. These hot days I wear myself out laying into it, and I lose seven or eight pounds. When it's hot, I lose my snap or something."

At the time, Williams was batting .401.

The streak continued past 50. It had reached 56 by the night of July 17, when, with the war heating up between Germany and Russia, the Yankees met the Indians in Cleveland's Municipal Stadium in front of a mammoth crowd of 67,468. Against lefthander Al Smith and righthander Jim Bagby, DiMaggio batted four times. He walked once, rapped hard into a double play started by shortstop Lou Boudreau and hit two bullets sucked up by Ken Keltner playing a deep third base.

"Deep?" said DiMaggio. "My God, he was playing in left field."

The streak was over.

"Nobody thought he would ever be stopped," said Rizzuto. "We all thought it would just go on. When it ended, the way it ended, it was a shock. After the game, Joe asked me to stay behind. There were a lot of 'paisans' in Cleveland, and they were mad that the streak ended. Keltner had to have a police escort to leave the stadium.

"We waited until the crowd was gone, and Joe and I walked back to the Cleveland Hotel. We passed a bar, and Joe turned to go in and I followed him.

OCT. 5, 1941

DROPPED THIRD STRIKE PROLONGS SERIES GAME 4, YANKS RALLY

The Yanks had met the Giants in a Subway Series five times but they had never faced the Brooklyn Dodgers. The Bums, as they were lovingly called, trailed the Yanks in the 1941 Series, two-games-to-one, as the fourth game neared conclusion in Brooklyn. Reliever Hugh Casey, in his fifth inning of work, was protecting a 4-3 lead with two outs in the ninth. He struck out Tommy Henrich swinging to end the game and square up the Series...or so he thought. The ball squirted between catcher Mickey Owen's legs and Henrich reached first base.

You don't give a team like the Yankees a second chance. They followed with a single, two doubles, two walks and four runs. The demoralized Dodgers were through, but they would return to battle against the Yankees in Octobers to come.

"'No, Phil,' he said. 'You go back to the hotel. I want to be alone.'"

"I started walking back to the hotel alone, and I heard him call me."

"'Hey, Phil,' he said. 'I forgot my wallet in the clubhouse. Give me all your money.'"

"I took out my money, all I had, and gave it to him. It came to $14.80. He never paid me back. He just forgot about it. That's how upset he was."

Many years later, Rizzuto reminded DiMaggio that he never paid back the loan and Joe offered to give him the $14.80.

"Are you kidding?" Rizzuto said. "Nothing doing. It's worth the $14.80 just to be able to tell that story."

Propelled by their centerfielder, the Yankees won the 1941 American League pennant by 17 games over the Red Sox. DiMaggio batted .357 but finished third in the batting race to Boston's Williams, who hit an astounding .406, and Washington's Cecil Travis at .359. DiMaggio led the league with 125 RBI, crashed 30 homers and won his second MVP award.

Phil Rizzuto (L) and Dom DiMaggio served in World War II.

For the first time, the Yankees faced the Brooklyn Dodgers in the 1941 World Series. With the Yankees up, two-games-to-one, the turning point of the Series came in the ninth inning of Game 4 in Brooklyn's Ebbets Field.

The Dodgers led, 4-3, and Hugh Casey retired the first two Yankees in the top of the ninth and faced Tommy Henrich. On a 3-2 pitch, Henrich swung and missed for what should have been the game-ending third out. But the ball got past catcher Mickey Owen, Henrich reached first, and the Yankees went on to rally for four runs to win the game, 7-4. They won the next day and wrapped up the World Series in five games.

When the 1942 season began, the United States was four months into World War II. President Franklin D. Roosevelt beseeched commissioner Kenesaw Mountain Landis to "let baseball continue" as a means of maintaining stability and morale on the home front. Some players answered the call to arms immediately, but the Yankees championship team of 1941 remained virtually intact and won its second consecutive AL pennant by nine games over Boston but lost the World Series in five games to the Cardinals.

By 1943, most of the big-name stars

JULY 17, 1947

NEW YORK WINS 19TH STRAIGHT GAME, 13 ON THE ROAD

Bucky Harris

Vic Raschi capped the streak, the largest in franchise history, with a 7-2 win at Cleveland and the Yankees ran away with the pennant race. New manager Bucky Harris had plenty of holdover talent from the disappointing 1946 team, but the key to his success was the newly acquired starter Allie Reynolds and a suddenly sensational reliever Joe Page.

In Game 4 of the thrilling World Series with the Dodgers, the Yanks' wild righthander Bill Bevens had his no-hitter and his victory snatched away with two outs in the ninth, on Cookie Lavagetto's pinch-hit double. In Game 6, Dodger outfielder Al Gionfriddo robbed DiMaggio of a game-tying homer. And in Game 7, Page relieved Bevens in the top of the fifth and kept Brooklyn scoreless the rest of the way to secure the victory.

GEARHART CHEVROLET

Of Denville, New Jersey

Only 30 Minutes From The GW Bridge!

#1 Dealer For Customer Satisfaction In The Entire Northeast!

You'll Hit A Home Run Everytime!

NJ's* Guaranteed Lowest Prices!

500 Vehicles To Choose From!

We Are GOLD CHECK CERTIFIED Pre-Owned!

Shift into Gearhart CHEVROLET

STOP! Read the fine print in the other ads..you'll come to GEARHART!

GO! Visit our website at: GEARHART chevrolet.com

YOUR EXCLUSIVE AAA DEALER

CHEVROLET

WE'LL BE THERE

CARFAX VEHICLE HISTORY REPORTS

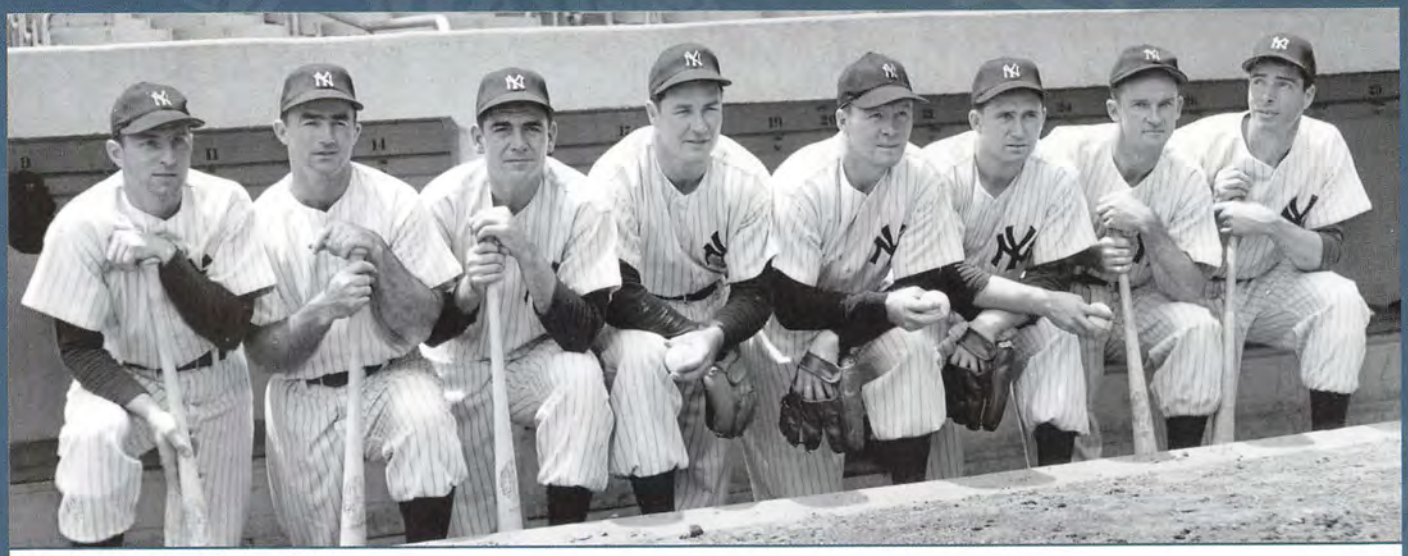
www.carfax.com

ROUTE 46 DENVILLE

(973) 627-0900

†We'll beat any advertised price on same exact in-stock unit. We reserve the right to purchase other offer.

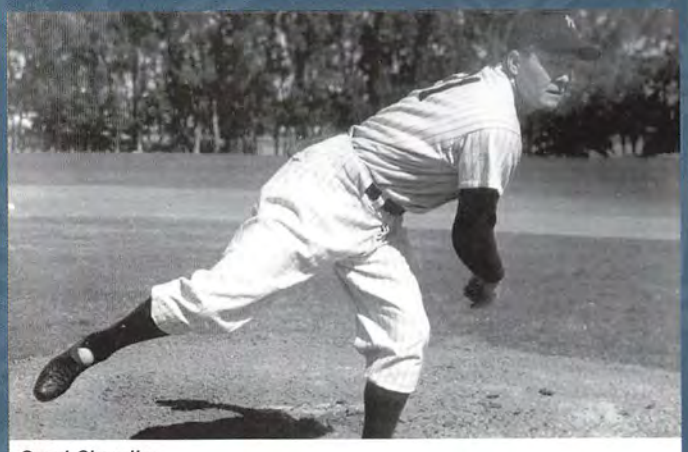
HABLAMOS ESPAÑOL



The 1947 New York Yankee All-Stars.

had gone to war, including DiMaggio, Rizzuto and Henrich. With a nucleus of players such as Bill Dickey, Joe Gordon, Charlie Keller and Spud Chandler, who were deferred from the draft, the Yankees won their third consecutive pennant and then avenged their 1942 defeat by beating the Cardinals in five games in the World Series. Depleted of most of their better young players to military service, the Yankees finished third in 1944 and fourth in 1945. On Jan. 25, 1945, Dan Topping, Del Webb and Larry MacPhail purchased the Yankees from the estate of the late Col. Jacob Ruppert for $2.8 million, less than Ruppert paid in 1923 for the ground on which Yankee Stadium was built.

When the war ended and star players returned in 1946, baseball enjoyed its greatest prosperity. Huge crowds attended major league baseball, including 49,917 who watched the Senators beat the Yankees, 2-1, in Yankee Stadium's first night game on May 28. The big news for the Yankees that year, however, was not the return of their big stars, DiMaggio, Henrich and Rizzuto, or the inception of night baseball in Yankee Stadium, but the defection of manager McCarthy, whose .614 winning percentage is the best in baseball history. Unable to coexist with MacPhail, McCarthy quit the team on May 24 and was replaced by Dickey, who guided the Yankees to a third-place finish. A footnote to the season was the arrival of a young outfielder-catcher from St. Louis who launched his Yankees career by batting .364 with two home runs and four RBI in seven games. His name was Lawrence Peter Berra, but he would become known to one and all as "Yogi." The following spring, learning the rudiments of catching from one of the all-time greats, Berra remarked, "Bill Dickey is teaching me all his experiences."



Spud Chandler

In 1947, MacPhail hired Bucky Harris as manager of the Yankees. He was known as the "boy manager," because in 1924, at age 27, he had guided the Washington Senators to a world championship. Aided by 19 wins from righthander Allie Reynolds, who had come from Cleveland in a trade for Joe Gordon, Harris returned the Yankees to the top of the baseball world by winning the American League pennant by 12 games over the Detroit Tigers, then beating the Brooklyn Dodgers in a seven-game World Series that was memorable in that it almost produced the first no-hitter in Series history.

It came in Game 4 in Brooklyn's Ebbets Field. Bill Bevens, a journeyman righthander who had won only seven games for the Yankees that season, and would win only 40 games in a four-year major league career, was one out away from a no-hitter when veteran Harry "Cookie" Lavagetto delivered a game-winning, two-run, pinch-hit double that spoiled the no-hitter and gave the Dodgers a pulsating 3-2 victory. Neither Bevens nor Lavagetto would ever play another regular season major league game.

On June 13, 1948, a year after the Yankees staged Babe Ruth Day, the Babe made his final appearance at Yankee Stadium to see his uniform No. 3 permanently retired. He was shockingly

AUG. 17-18, 1948

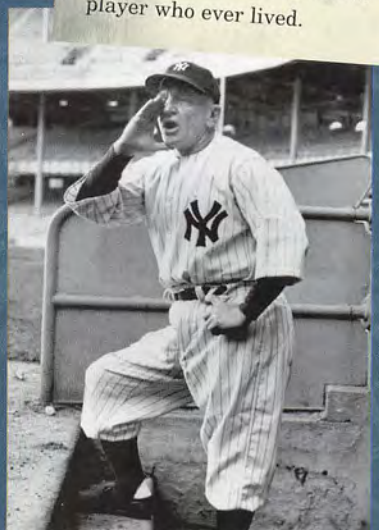
FANS PAY RESPECTS TO BABE RUTH AT YANKEE STADIUM

Babe Ruth's battle with cancer had been painfully obvious on his last visit to Yankee Stadium on June 13 of this year. It had been the silver anniversary of Yankee Stadium and the team honored Ruth by retiring his uniform.

He died barely two months afterward, on Aug. 16, at the age of 53. New York mourned for this unique hero in a unique fashion. From morning till midnight on two successive days, Ruth's body lay in a mahogany coffin in the main entrance of the House that Ruth Built, as hundreds of thousands of fans lined up to pay their last respects. Many brought their young children with them, so that they could say in later years that they had seen the greatest player who ever lived.

Babe Ruth's last Stadium day.

Yankees fans lined up to pay tribute to the fallen Bambino.



Casey Stengel

thin, a mere shell of his once powerful self, his body ravaged with cancer. When he spoke, it was with a voice that was hoarse and raspy. Two months and three days later, on Aug. 16, 1948, Babe Ruth died. His body lay in state in the Yankee Stadium rotunda as thousands filed past his casket to pay their final respects to the man who saved baseball, helped build Yankee Stadium and transformed the Yankees into the greatest franchise in sports history.

Despite a pitching staff bulwarked by Reynolds, Vic Raschi (who won 19 games in his first full season) and Eddie Lopat (who had arrived before the start of the season in a trade with the Chicago White Sox), the Yankees slipped to third place in 1948, and Harris' days were numbered. The search was on for a new manager of the Yankees.

The man George Weiss wanted to run the Yankees and take them into the next decade was Charles Dillon Stengel, known as "Casey," but it was going to be a hard sell. Weiss lobbied long and hard for Stengel while co-owners Topping and Webb were opposed to the idea. They had agreed to let Weiss make all the baseball decisions for their team, but they felt they should have some input on a decision of such importance, and were outspokenly opposed to Stengel. They viewed him as a clown, and they cited his failure as a manager with two other teams.

Stengel had spent his entire major league career, 14 years as a player, nine as a manager, in the National League. As manager of the Brooklyn Dodgers from 1934 through 1936, and the Boston Braves from 1938 through 1943, he had finished fifth twice, sixth twice and seventh five times, only once above .500. As a player, he had a lifetime batting average of .284 in 14 seasons and was the star of the 1923 World Series with two home runs and a .417 average for the Giants but was best known for such antics as doffing his cap and having a sparrow fly out.

That was hardly the image Topping and Webb wanted for their dignified, reserved and business-like Yankees. Besides, at 59, Stengel was considered old for a manager.

JUNE 28, 1949

DiMAGGIO RETURNS FROM INJURY TO THUMP SOX AT FENWAY

Joe DiMaggio had had surgery in November 1948 to remove bone spurs from his right heel, and the pain just kept on coming. Then one day in mid-June 1949 it suddenly disappeared and DiMag hurried to get in playing shape. The Red Sox were hosting New York in a three-game set at Fenway, and they were red hot, taking nine of 10 as the Yanks came into town.

Despite missing spring training and the first 65 games of the season, Joe hit four home runs and drove in nine as the Yanks swept Boston. The rest of the way he hit .346 and drove in 67 in only 76 games, and New York, which trailed the Red Sox by a game with two left to play, defeated them on the last two days to win the pennant for new skipper Casey Stengel.

But Weiss knew another Casey Stengel. They had been friends for 40 years, and Weiss regarded Stengel as a knowledgeable and innovative baseball man. He argued that in Brooklyn and Boston Stengel had inferior talent and pointed to the job Casey did in winning the Pacific Coast League championship with Oakland in 1948.

Weiss had wanted Stengel to manage the Yankees after McCarthy left, but MacPhail, then a one-third partner of Topping and Webb, opposed the idea. When MacPhail sold out his interest after the 1947 season and the Yankees slipped to third in 1948, Weiss saw his chance to replace Harris with Stengel.

Weiss began his campaign for Stengel by working first on Webb, convincing him that Stengel could do the job. Webb took Weiss' arguments to Topping, who fell into line, and on Oct. 12, 1948, at the posh "21" Club in midtown Manhattan, Stengel was introduced as the Yankees' 16th manager.

Stengel proved to be an excellent choice, masterfully maneuvering an injury-riddled team by instituting a platoon system. He started out his Yankees' managerial career without the team's superstar and leader. DiMaggio, suffering from a bone spur on his heel, missed the team's first 65 games, but Stengel's platooning had the Yankees in first place when DiMag returned on June 28 for a three-game series in Boston.

For weeks, reporters had been asking Stengel when DiMaggio would be back.

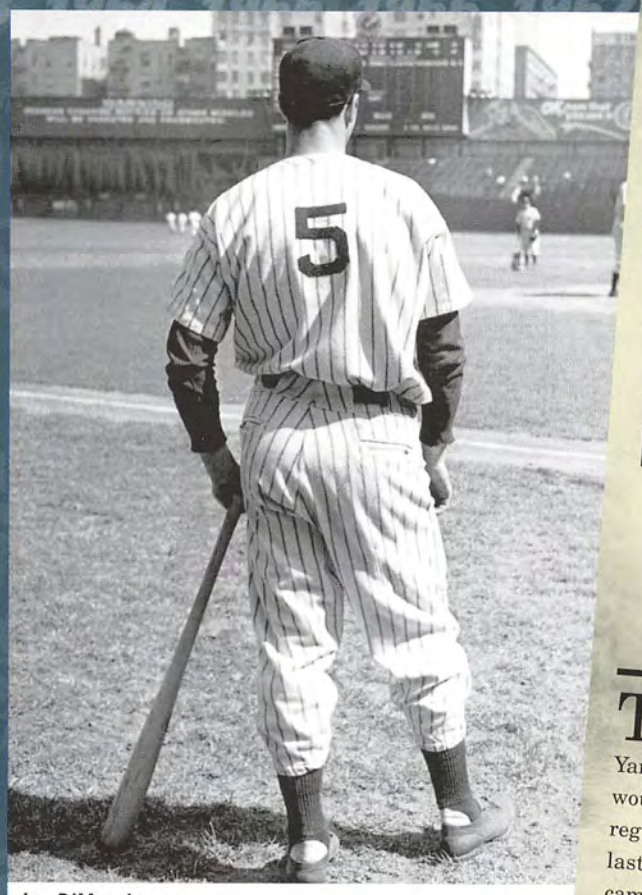
"When Joe feels as though he wants to come back, I will put him in the lineup," was Stengel's standard reply.

"I knew when I was coming back," DiMaggio recalled. "But I wasn't talking. I was pointing for the series in Boston. We would play there only one more time and I wasn't going to give up that Boston ballpark. What better place to make my comeback?

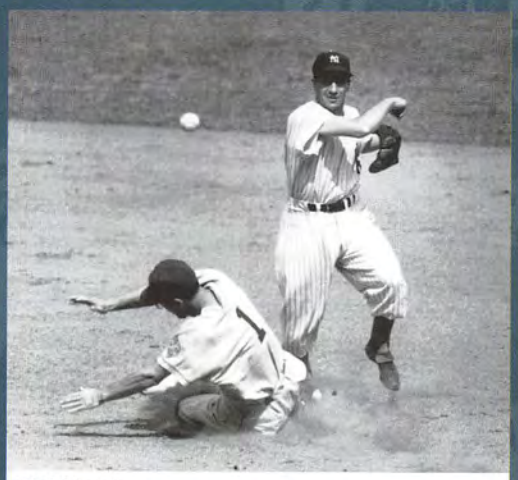
"I flew to Boston the day of the game and went right from the airport to the ballpark," Joe remembered. "I put on my uniform and went out on the bench. The players were on the field and Stengel had his back to me, talking to the writers. He hadn't put up the starting lineup and they were asking him about it.

"'I can't give you the lineup yet,' he was saying, and he kept turning around to look at me. I didn't say a word. I just kept tying my shoelaces. He kept looking and finally I gave him a nod and he said, 'Now I can give you the lineup.'"

Joe DiMaggio (L) and Casey Stengel.



Joe DiMaggio

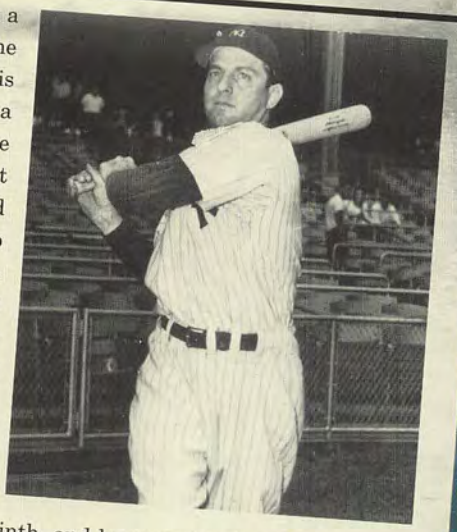


Phil Rizzuto

OCT. 5, 1949

HENRICH HOMERS IN NINTH TO WIN SERIES OPENER

1-0



Tommy Henrich had been a clutch performer with the Yankees since 1937, but this would be his last season as a regular. "Old Reliable" had one last hurrah, though, and it came in Game 1 of the World Series with the Dodgers, who had been so tough two years before. Allie Reynolds allowed only two hits and no runs through 8½ innings at Yankee Stadium. Dodger rookie Don Newcombe gave up only four hits while fanning 11 and walking none. But Henrich was the first batter Newk faced in the ninth, and he proved to be the last as his home run to right ended the contest.

In Game 2, Brooklyn returned the favor as Preacher Roe defeated Vic Raschi 1-0. But that would be the Dodgers' last victory. "Wait till next year" began to be the motto of Brooklyn.

DiMaggio's comeback performance was sensational. In the three games, he hit four home runs and drove in nine runs as the Yankees swept the series.

The two teams jockeyed for position all season, taking turns in first place until they came to the final two games in Yankee Stadium. The Red Sox, now managed by McCarthy, led by one game. The Sox needed to win one out of two to clinch the pennant. The Yankees needed to win both games.

The Yankees won the first game, 5-4, when Johnny Lindell homered in the eighth. They won the final game, 5-3, when 20-game winner Raschi beat 23-game winner Ellis Kinder. The Yankees then beat the Dodgers in five games in the 1949 World Series to top off Stengel's first year as manager. Weiss' faith in the Ol' Perfesser was vindicated. The best was yet to come.

DiMaggio was winding down his illustrious career, but on the horizon was a tow-headed lefthander with New York street smarts named Whitey Ford and an Oklahoma strong boy named Mickey Mantle. Together, they would help the Yankees put together a string of successes the likes of which the game had never known.

The 1950s: Rockin' and Rollin'

By Phil Pepe

Joe D passed the torch to the Mick, who under the steerage of Casey Stengel garnered eight AL pennants in the decade

There should have been a ceremony, a blare of trumpets or a drum roll to commemorate the changing of the guard from one gigantic, bigger-than-life Yankees superstar to the next. Babe Ruth played his last game in pinstripes on Sept. 30, 1934, bequeathing the team's leadership to Lou Gehrig. One year, eight months and three days after the Babe's last game as a Yankee and three years before Gehrig's solemn and emotional "luckiest man on the face of the earth" speech, Joe DiMaggio played his first game at Yankee Stadium. And six months before the great DiMaggio's final game, Mickey Mantle made his Yankees debut.

There was no fanfare to herald the arrival of the muscular blond from Spavinaw, Okla. Born in a two-room house in Oklahoma's mining area, Mantle was named for his father's favorite player, Hall of Famer Mickey Cochrane of the Detroit Tigers. Elvin "Mutt" Mantle taught his son to be a switch hitter and watched the boy become a high school sensation. He was discovered by Yankees scout Tom Greenwade, signed for a $1,100 bonus on the day of his high school graduation and sent to Independence, Okla., in the Class D Oklahoma-Missouri League. At the time, he was a scatter-armed shortstop with the physique of a blacksmith and the power to match.

He played in 89 games for Independence in 1949, and then was assigned to Joplin of the Class C Western Association. Converted to the outfield, Mantle hit 26 home runs, drove in 136 and batted a league-leading .383 in Joplin.

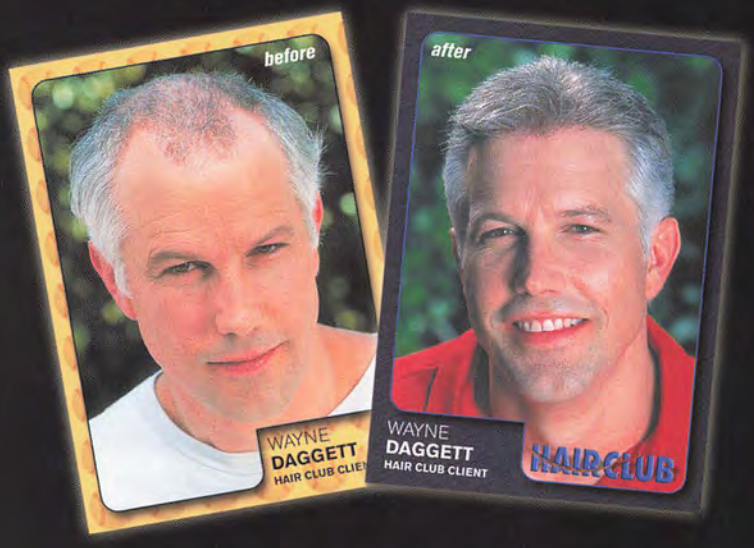
It was rare for a Class C player to be invited to a major league camp for spring training, but Mantle's numbers and his awesome power and speed could not be ignored. He went to the Yankees big-league camp in Phoenix, Ariz., in the spring of 1951 touted as the next great superstar—Ruth, Gehrig and DiMaggio all rolled into one magnificent body. Booming drives off Mantle's bat in the rarefied Arizona air caught the eye of Casey Stengel and prompted the venerable manager to bring the young Adonis east with the Yankees despite his limited professional experience.

Mantle's career as a Yankees outfielder began not with a flourish but a whimper. He struck out too often, made contact too seldom and was sent to Kansas City in the American Association on July 13. Frustrated, Mantle told his father he was thinking about quitting baseball. Instead of reassurance, Mutt Mantle challenged his son's manhood.

"I thought I raised a man, not a coward," said the elder Mantle.

Joe DiMaggio (L) and Mickey Mantle.

MAKE IT HAPPEN!



The excitement of getting your hair back is more thrilling than a game-winning grand slam in the bottom of the 9th.
Millions of Men and Women made it happen...Call Hair Club Today and get back in the game!

Since 1976, Hair Club has been offering only tested and approved remedies.

Ask about Hair Club's latest breakthrough, The Bio-Fusion® Process.

For A Limited Time
FREE MICROSCOPIC HAIR & SCALP ANALYSIS
Value $100

WHAT IS CAUSING YOUR HAIR LOSS?

There are many reasons for hair loss from nutrition and stress to the more predominant genetic disorder. This free test using a high impact video microscope will help you to learn what is causing your hair loss and what you can do to get your hair back.

Over 85 Locations Nationwide
Call for a Free Brochure and Free Microscopic Hair & Scalp Analysis

With our latest breakthroughs in hair technology, it's hard to tell who is a Hair Club client and who isn't!

HAIRCLUB®

Call Now

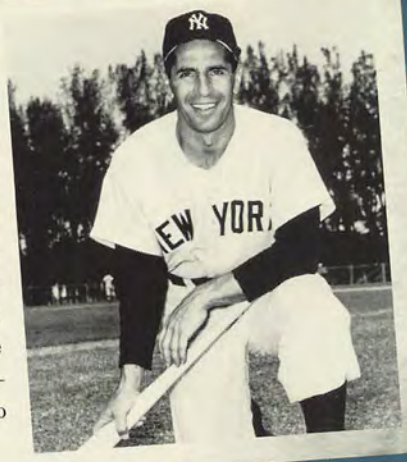
800.372.9669

Hair Club is now offering a special 30% discount to you the dedicated fan...Mention Code: "Baseball"

OCT. 26, 1950

PHIL RIZZUTO WINS MVP AWARD

The kid from Richmond Hill High School in Queens succeeded Frank Crosetti at shortstop in 1941 and provided the Yankees with 13 years of superior defensive play. Until he fumbled a grounder on June 8, 1950, he had piled up 238 consecutive chances without an error, a record at the time. And that was about all he missed that year, as he hit .324, scored 125 runs, hit 36 doubles, and was a runaway choice for MVP. While 1950 was a career year, it was no fluke—he had finished second in the balloting to Ted Williams in 1949.



"If that's all the guts you have, then quit. Pack your things and come back and work in the mines with me."

Taken aback, Mantle pleaded with his father to let him give baseball another chance. The change in Mantle was immediate, and startling. In 40 games for Kansas City, he batted .361 with 11 home runs and 50 RBI and was on his way back to New York.

Before the Yankees demoted him, Mantle wore No. 6, designed to continue the line of Yankees superstars from Ruth (No. 3), to Gehrig (No. 4), to DiMaggio (No. 5). When Mantle returned from Kansas City, Pete Sheehy, the wise, longtime Yankee Stadium clubhouse custodian, assigned Mantle No. 7. "For luck," Sheehy said.

Back with the big club, Mantle's hitting improved. Despite his terrible start, he completed his rookie season with a respectable .267 average, 13 home runs and 65 RBI in 97 games, and helped the Yankees win their third straight pennant.

In his third season, Stengel was solidly entrenched as manager of the Yankees. He was in control. No longer was he viewed as a clown. No longer in question was his ability to lead men. No longer were people citing his failures in Boston and Brooklyn. He was lavished with praise for his ability to maneuver players despite a rash of injuries, hailed as a genius for extracting maximum production by instituting a platoon system.

In 1949, Stengel made Yogi Berra his everyday catcher. In July of 1950, he welcomed a young lefthander from the streets of New York named Whitey Ford, who came up from Kansas City and won nine of 10 decisions in the stretch run to help the Yankees win their second straight American League pennant and World Series, a four-game sweep of the Philadelphia Phillies.

In 1951, Ford went to serve in the Army, the Great DiMaggio was hampered by injury and age, and his heir apparent, Mantle, suffered through a difficult rookie season. But Berra led the team in home runs (27) and RBI (88) and the "Big Three" of Vic Raschi, Allie Reynolds and Eddie Lopat combined for 59 wins. Reynolds pitched two no-hitters—against Cleveland on July 12 and against Boston on Sept. 28—and the Yankees won their third consecutive American League pennant under Stengel.

Now the Yankees took aim at their third straight World Series title against their crosstown rivals, the New York Giants. Playing in his first World Series, Mantle batted first and played right field, with orders from Stengel to "take everything you can get over in center. [His] heel is hurting pretty bad."

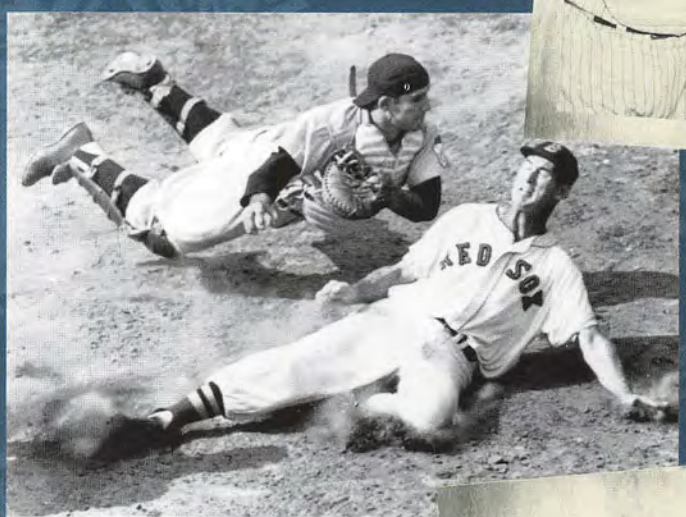
In the fifth inning of Game 2, Willie Mays lofted a lazy fly ball to right center. Heeding Stengel's instruction, Mantle drifted over to make the catch and heard DiMaggio shout, "I got it."

Mantle slammed on the brakes. As he did, his spikes caught in a drainage ditch, tearing up his right knee. He fell to the ground in a heap. The pain from his knee was excruciating and it was the start

Mickey Mantle

of what would be a career-long problem with his knees. Mantle was through for the Series.

The Giants won two of the first three games in the 1951 World Series, but in Game 4, DiMaggio, who had been hitless in the first three games, blasted a two-run homer to lead the Yankees to a 6-2 victory and tie the Series at two games each. It would be the last home run of DiMaggio's career. The Yankees won the next two games and won their third straight World Series, four games to two.



Yogi Berra tagged Ted Williams at the plate.

Now, there was no mistaking Stengel's genius or the fact that he was solidly in command. With his success, Stengel's popularity skyrocketed. He was a character who became a favorite of photographers because of his distinctive, photogenic face and his willingness to mime and mug for the camera. He was also a favorite with writers because of his riveting stories, his baseball acumen and his colorful language, a form of double-speak known as "Stengelese."

In Stengelese, nothing ever began or started, it "commenced;" a player or a manager was never fired or released, he was "discharged;" a

SEPT. 28, 1951

ALLIE REYNOLDS PITCHES SECOND NO-HITTER OF THE SEASON

He was named "Super Chief" because he was of Native American ancestry—no-hit the Tribe from Cleveland, his original team, 1-0, on July 12. Toward the end of the season, in Game 1 of a twin bill with the Red Sox at Yankee Stadium, he faced Ted Williams in the ninth inning, only one out away from his second no-hitter of the season. The feat had previously been recorded only by John Vander Meer (who threw his no-hitters in consecutive games in 1938). Reynolds fired, Williams lifted a pop-up behind the plate. Yogi Berra circled under it—and dropped it. Reynolds fired another, and Williams obliged by hitting another foul pop-up. This time, Yogi caught it.

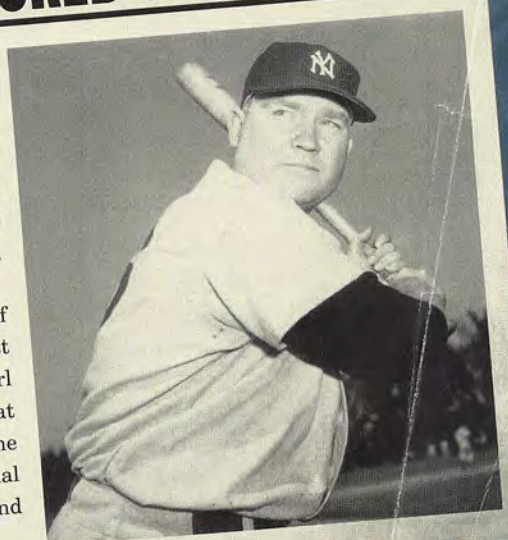
The Yankees had acquired Reynolds after the 1946 season. With Cleveland he won 51 and lost 47; with New York he was 131-60.

OCT. 5, 1952

JOHNNY MIZE HITS HOMER IN THIRD STRAIGHT WORLD SERIES GAME

Johnny Mize debuted with the "Gas House Gang" Cardinals in 1936. He was supposed to be washed up when Casey Stengel and a sentimental George Weiss acquired him. Their first of several such late-season veteran pickups, all Mize did for the Yanks was hit homers—25 in only 274 at bats in 1950, including three in a game against the Tigers, giving him a record six such games to his credit.

And then the "Big Cat" hit a homer in each of Games 3, 4, and 5 of the 1952 World Series against the Dodgers, being robbed of a fourth as Carl Furillo leapt above the low right-field wall at Yankee Stadium in the bottom of the 11th in Game 5. The Dodgers came back to Brooklyn for the final two games leading the Series 3-2, but Raschi and Reynolds were to break Brooklyn hearts again.



OCT. 7, 1952

BILLY MARTIN CATCHES WINDBLOWN POP-UP; KUZAVA SAVES WIN

Casey Stengel played hunches. In the final game of the 1951 World Series against the Giants, he believed that lefty Bob Kuzava could close out the game—even though he hadn't pitched at all to that point. The Yanks led but the bases were loaded with no one out. Kuzava put down three straight batters.

In 1952, Casey again let Kuzava gather dust until the last innings of the last game. In the seventh inning, Kuzava came in with the bases loaded and one out and retired his first batter. Then, with the sacks still full, Jackie Robinson lifted a pop-up toward first base but the wind drifted it back toward the mound. With two outs the Dodgers were flying around the bases. The third baseman didn't call for it, and neither did Kuzava. Second baseman Martin raced in and caught it on the run, at knee-level.

Cleveland in 1952 to win their fourth consecutive pennant, and then beat the Dodgers in a seven-game World Series, highlighted by a play in the bottom of the seventh inning of Game 7.

With the Yankees ahead, 4-2, the Dodgers loaded the bases with one out. Stengel removed Raschi and summoned southpaw Bob Kuzava to face lefty Duke Snider, who popped out. That brought up Jackie Robinson, a righthanded hitter. Stengel, who often did the unorthodox, stayed with Kuzava, who also got Robinson to hit a high pop to the infield. All four Yankees infielders froze as the ball, taken by a stiff wind, wafted back toward home plate. Only second baseman Billy Martin made a move. He darted toward home plate and lunged at the last moment to catch the ball at his waist between the pitcher's mound and the third-base foul line.

The Yankees held on to win the game and their fourth consecutive world championship, tying the major league record set by the Yankees of Joe McCarthy from 1936 through 1939.

In search of an unprecedented fifth straight world championship, the Yankees welcomed Whitey Ford back from military service in 1953. Whitey led the staff with 18 wins. For the third straight year, the Yankees beat out the Cleveland Indians for the American League pennant, this time by seven games, and for the second straight year, they beat the Brooklyn Dodgers in the World Series, this time in six games.

As manager of the Yankees, Stengel was perfect: five seasons, five

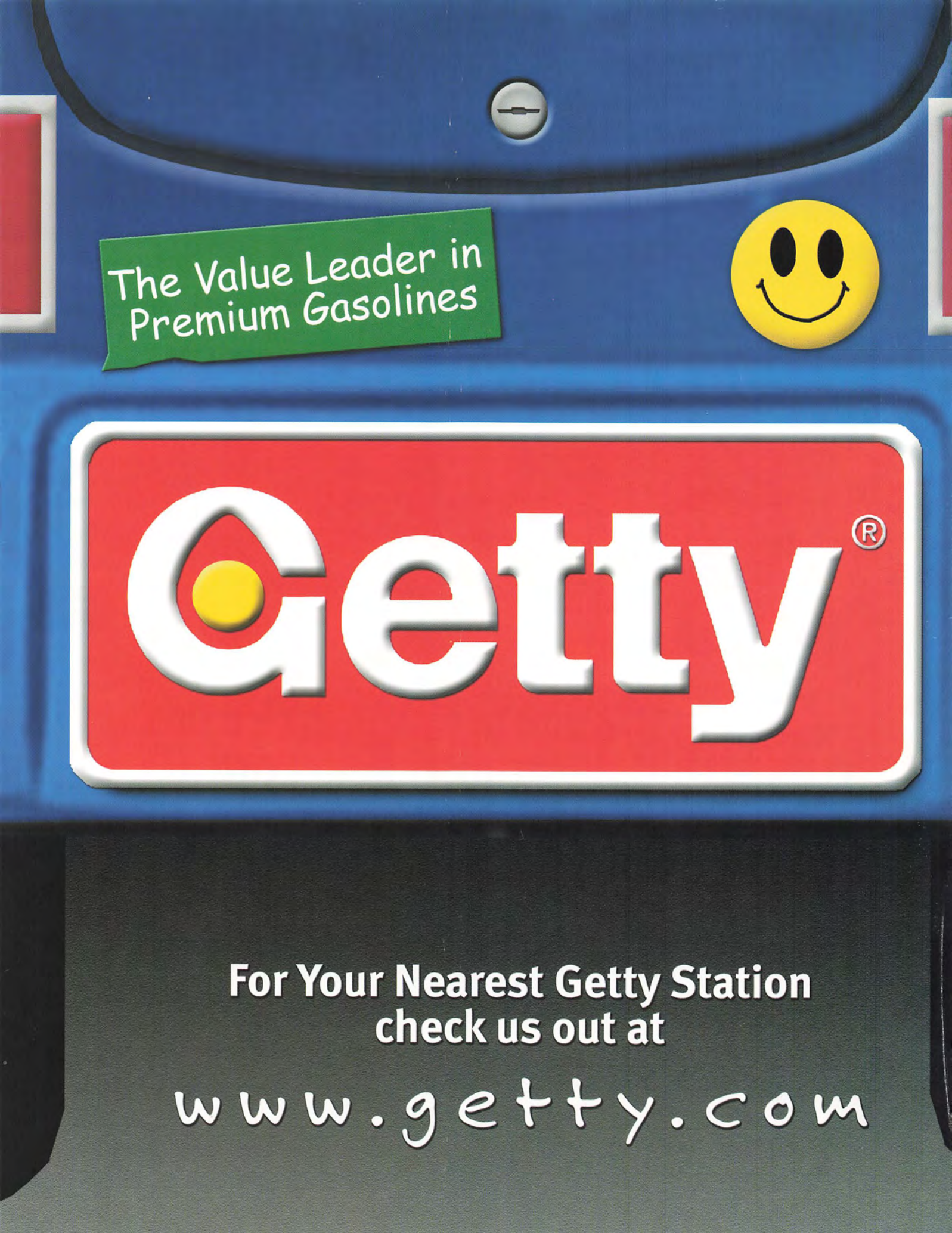
Baltimore chop, or a high bouncer to the infield, was a "butcher boy;" a rookie or an inexperienced person was "like Ned in the third reader;" and someone who had passed on was "dead at the present time."

When DiMaggio announced his retirement after the 1951 World Series, Stengel praised his former star.

"Now, wait a minute, for crissakes. You're going into too big a man. Maybe he woulda been an astronaut if he wanted. He could hit some balls off the moon and see if they'd carry. There were a lot of great ones, and Ruth could pitch, too, but this fella is the best I had. About DiMaggio, you don't have to falsify anything. He started in with a bang and never stopped. Of course when he played for me he was handicapped, but you wouldna knowed it if you didn't see him limping in the cabs and in the clubhouse. The best thing he had—and I'll give you a tip—was his head. He saw some of the faults of the pitcher and he would hit the ball and he didn't just hit on Sunday, neither."

Doubts that the Yankees could win without DiMaggio were soon dispelled. They finished three games ahead of

From L: Hank Bauer, Yogi Berra, Billy Martin and Joe Collins celebrated the 1953 World Series victory.


The Value Leader in
Premium Gasolines
Getty®
For Your Nearest Getty Station
check us out at
www.getty.com

APRIL 17, 1953

MICKEY MANTLE HITS 565-FOOT HOMER IN D.C.

Lefthander Chuck Stobbs was on the mound for the Senators, and for a change the wind wasn't blowing in from center field. Batting righthanded, the switch hitter from Commerce, Okla., lifted a fastball over the 391-foot sign in left center, and it was still rising when it glanced against the auxiliary football scoreboard. The ball continued its path out of the park and landed in the backyard of 434 Oakdale Street.

Yankee PR director Red Patterson raced out of Griffith Stadium and found a boy with the ball, who pointed to where he had picked it up. Patterson paced off the distance to the wall and calculated that the ball had traveled 565 feet. Though he didn't actually use a tape measure, his "scientific" approach gave birth to the term "tape-measure home run."

OCT. 5, 1953

STENGEL PRESIDES OVER RECORD 5TH STRAIGHT WORLD CHAMPIONSHIP

Yes, this is the same date as Billy Martin's accomplishment. But it meant something altogether different for the man in the dugout, who had been Martin's manager with the Oakland Oaks of 1948. At that time, Casey Stengel was seen as washed up, a comic figure good only for distracting attention from a bad ballclub: in nine years at the helm of the Dodgers and Braves he had finished in seventh place fives times and in sixth twice, only once sneaking past the .500 mark.

So when he was chosen to replace Bucky Harris as Yankees manager in 1949, neither the press, the fans, nor the players were pleased. Yet he won it all, not only in that first year but in the four that followed, surpassing such pinstriped heroes as Huggins and McCarthy. His record as Yankees manager reads: 10 pennants in 12 years, including seven world titles.

OCT. 5, 1953

MARTIN'S 12TH HIT CLINCHES SERIES WIN

We recall Billy Martin today mainly for his managerial record: five divisional championships, including two pennants and a World Series victory at the helm of the Yankees. But he was a heck of a player, too, and the feistiness that marked his managerial career was on full display at second base.

Rizzuto (R) celebrated Series win with affection for Martin.

Martin hit with uncharacteristic power in the 1953 Series, belting two homers and two triples among his 12 hits, still a record for a six-game Series (Pepper Martin had 12 hits in the seven-game Series of 1931, and his mark has been topped several times since). But it was a Martin single in Game 6 that broke up a 3-3 tie with Brooklyn in the bottom of the ninth and gave New York its fifth consecutive world championship.

Mickey Mantle (L) and Hank Bauer (R) flirted a little with Silver Screen star Doris Day.

pennants, five world championships. It was a run of success not likely ever to be seen again in major league baseball.

The remarkable run ended in 1954 through no fault of Stengel or his players. They won 103 games, more than in any of the previous five championship years, but the Indians, with two 23-game winners (Early Wynn and future Yankees' manager Bob Lemon), and a 19-game winner (Mike Garcia), won 111 games and the AL pennant.

Although they rebounded to win the pennant in 1955, the Yankees lost the World Series in seven games to their frequent October rivals, the Brooklyn Dodgers, but would come back the following fall to avenge that defeat.

Mantle had established himself as a true superstar: the foremost power hitter in baseball, and 1956 would be his greatest season. Not since Boston's Ted Williams in 1947 had a player led his league in batting average, home runs and RBI in the same season. Not since Williams in 1942 had a player led the major leagues in all three categories. In 1956, Mantle batted .353 (eight points higher than Williams, 25 points higher than the NL champion, Hank Aaron); he slugged 52 home runs (20 more than Cleveland's Vic Wertz, nine more than the NL champion, Duke Snider and the 11th highest single-season total in history); he drove home 130 runs (two more than Detroit's Al Kaline, 21 more than the NL champion, Stan Musial). Mantle was the 12th player in baseball history to win his league's Triple Crown, the fifth to lead the major leagues in all three major hitting categories.

If the 1956 season belonged to Mantle, who went on to win his first of three Most Valuable Player awards, the 1956 World Series belonged to Don Larsen, who had come to the Yankees two years earlier in an 18-player trade with the St. Louis Browns that was so complex it took 13 days to finalize.

Named to start Game 2 of the World Series, Larsen was so wild, he was removed in the second inning and it was thought he would not be given a chance at redemption. But with the Series tied, two games each, Stengel made the surprising announcement that Larsen would be his pitcher for Game 5 in Yankee Stadium.

SEPT. 29, 1956

MICKEY MANTLE HITS 52ND HOMER, SECURES TRIPLE CROWN

Greatness had been predicted for Mantle ever since he was a kid. Stengel may have placed further pressure on him when he came up as a rookie in 1951, saying, "He should win the Triple Crown every year." Well, five years later, Mantle did it—batting .353, walloping 52 dingers and driving in 130. Following teammate Yogi Berra's consecutive MVPs (1954–55), Mantle would win the award for 1956 and again in 1957.

Mantle's blast on May 30, outlined above, nearly left the Stadium.

Along the way to his Triple Crown, Mantle whacked a prodigious homer in the second game of a doubleheader on May 30 off Washington's Camilo Pascual. It came within 18 inches of leaving Yankee Stadium, a feat never attained in major league play. The ball was still climbing when it struck the top of the upper-deck facade, 396 feet from home plate.

OCT. 8, 1956

DON LARSEN PITCHES PERFECT GAME IN WORLD SERIES

There had never been a no-hitter in the Fall Classic—let alone a perfect game. One Yankee, Bill Bevens in 1947, had come within a lone batter of instant fame. On this day a similarly unlikely Yankees righthander confronted immortality in the ninth.

But unlike Bevens, who walked 10 Dodgers, Larsen had set them down in order, 26 in a row until Dale Mitchell was called upon to pinch-hit for Sal Maglie. When umpire Babe Pinelli's arm went up to signal a called strike three, catcher Yogi Berra leapt into Larsen's arms and the 97-pitch, 2-0 gem entered baseball lore.

How unlikely was Larsen to accomplish such an exploit? He had come to New York in an 18-player trade after going 3-21 for Baltimore in 1954. He would never top the 11 games he had won in this season. But on this one day he was perfect.

Elston Howard (L) and Casey Stengel.

Monday, Oct. 8, was a beautiful sun-splashed autumn afternoon in New York as 64,519 fans jammed the huge ballpark in the Bronx. Pitching for the Dodgers was veteran Sal "The Barber" Maglie. Now 39, Maglie had been picked up by the Dodgers from Cleveland at the midpoint that season and won 13 of 18 decisions, including a no-hitter. He had won the opening game of the 1956 World Series, beating Whitey Ford, 6-3, and was on his game again, retiring the Yankees in order in each of the first three innings of Game 5. Larsen also retired the first nine Dodgers.

The Yankees scored a run in the fourth on Mantle's home run just inside the right-field foul pole, and another in the sixth on an RBI single by Hank Bauer. The Dodgers still had not had a hit off Larsen, or a base runner, through six innings. In the fifth inning, Mantle made a running catch off a drive by Gil Hodges. When Mantle returned to the dugout, Larsen sidled up to him and said, "Hey, Slick, wouldn't it be something if I pitched a no-hitter."

To that point, 307 World Series games had been played and there had never been a no-hitter.

Larsen retired the side in order in the seventh and eighth. In the ninth, with the crowd going wild with every pitch, Carl Furillo flied to right. Roy Campanella grounded to second for the second out. Dale Mitchell, a lifetime .312 hitter who had been purchased by the Dodgers from Cleveland that July, was sent up to pinch-hit for Maglie. He took ball one. Then strike one. He swung and missed for strike two, then fouled one into the left-field stands. Larsen wound up to deliver his 97th pitch. Mitchell tried to check his swing. Umpire Babe Pinelli of the National League pumped his right arm. Strike three!

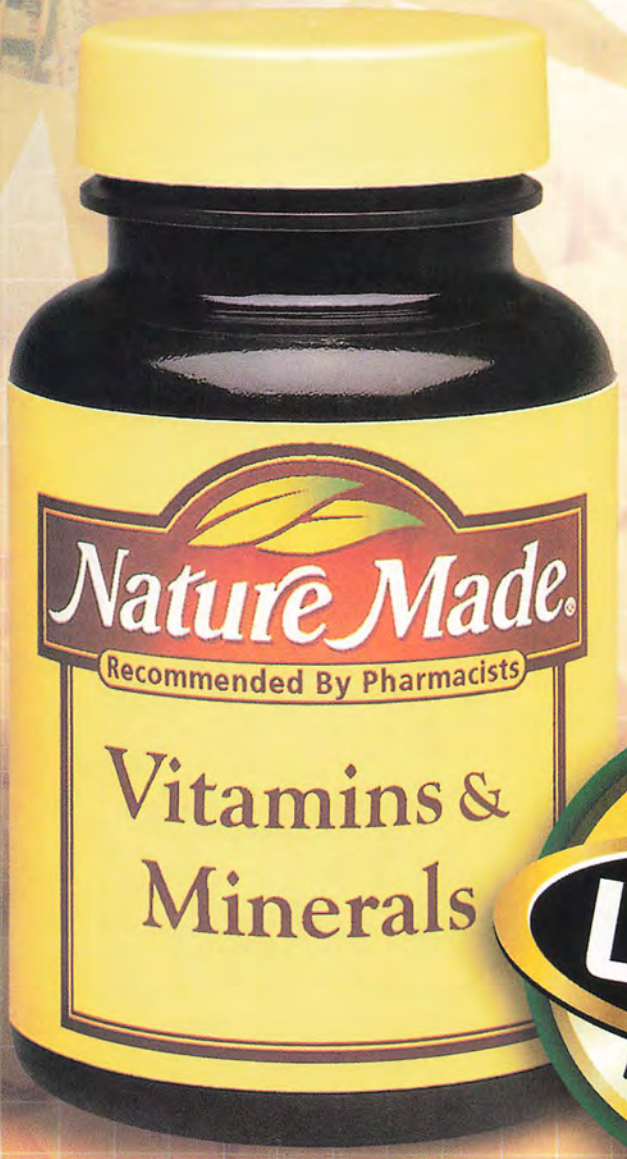
Don Larsen had pitched the first—and to this date the only—no-hitter in World Series history and embellished it with a perfect game: 27 batters up, 27 batters down.

The Dodgers evened the Series by winning Game 6, 1-0, as Clem Labine out pitched Bob Turley. But in Game 7, Berra blasted a pair of two-run homers, Moose Skowron hit a grand slam, Elston Howard had a solo shot and Johnny Kucks pitched a three-hitter as the Yankees beat the Dodgers, 9-0, and reigned as world champions once more.

A new NL rival challenged Yankees supremacy in 1957. The Milwaukee Braves with Aaron, Eddie Mathews, Warren Spahn and a first baseman named Frank Torre, beat the Yankees in a seven-game World Series. The following October, the same two teams met again. The Braves won three of the first four games and seemed destined to make it two straight World Series victories over the Yankees. Not since the 1925 Pirates had a team come back from a 3-1 deficit in games to win the World Series.

But Turley shut out the Braves in Game 5, then came back the next day to retire Torre with the tying run on third and two out in

USP Congratulates Pharmavite



The United States Pharmacopeia (USP) congratulates Pharmavite for being the first to join the USP Dietary Supplement Verification Program (DSVP). Pharmavite's Nature Made® products with the USP certification mark on the label should be available in the marketplace in late fall 2002.

USP uses rigorous standards in the evaluation of manufacturing systems, product sample testing and review of quality control manufacturing data.

The DSVP is designed to build consumer confidence by helping to assure a product's quality, purity, and integrity.

DIETARY SUPPLEMENT USP VERIFIED™

Verified.

Building Trust, Clarity, and Confidence

For further information about USP and the Dietary Supplement Verification Program, please contact DSVP Customer Service at 301.816.8273, email dsvp@usp.org or visit us at www.usp-dsvp.org

USP U.S. PHARMACOPEIA *The Standard of Quality*℠

DSVP065A

Yogi Berra

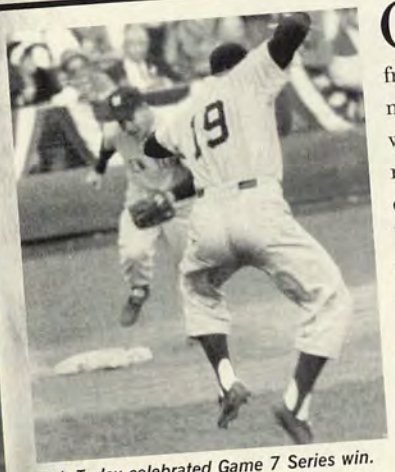
the bottom of the 10th to tie the Series at three games each. With the score tied, 2-2, in the eighth inning of Game 7, the Yankees erupted for four runs. Howard broke the tie with an RBI single and Skowron belted a three-run homer. The Yankees had come all the way back with a 6-2 victory to win another world championship.

After winning eight American League pennants and six World Series in the '50s, the Yankees won only 79 games and slipped to third place in the final year of the decade, which caused a panic in the Bronx. Something had to be done; new blood was needed for an aging team.

The Yankees believed they had found the remedy when, 20 days before the end of the decade, they made a six-player trade with the Kansas City Athletics that brought to the Bronx a crew-cut, left-handed slugger from Fargo, N.D. His name was Roger Maris.

OCT. 9, 1958

YANKS WIN SERIES AFTER TRAILING THREE-GAMES-TO-ONE



Bob Turley celebrated Game 7 Series win.

Only once before in World Series history had a team recovered from a 3-1 deficit to take the title, and never when the concluding contests were on the road. This Series was a rematch with the Milwaukee Braves of Hank Aaron, Eddie Mathews, Warren Spahn...and Lew Burdette, who had pitched three complete-game wins in the Braves triumph in 1957.

The Yankees' ace was "Bullet" Bob Turley, a burly righthander who had come to New York in the same trade that had brought Don Larsen to New York. Turley had gone 21-7 in the regular season but in Game 2 he couldn't get out of the first inning, as the Braves scored seven runs. But he became the hero by tossing a shutout in Game 5, then saving Game 6 in relief, and finally hurling seven innings in relief of Larsen to win Game 7.

Warren Spahn (L) couldn't get the better of Yanks ace Turley.

Whitey Ford posed for photographers after 1957 Series.

King Cycle Kawasaki
657 Utica Ave.
Brooklyn, NY 11203
(718) 773-2279

New York Motorcycle
22202 Jamaica Ave.
Queens Village, NY 11428
(718) 479-7777

Extreme Motor Sports
41-43 W. Sunrise Hwy.
Freeport, NY 11520
(516) 867- 6363

Long Island Kawasaki
67 N. Broadway
Hicksville, NY 11801
(516) 935-6969

Paulding Cycle Store
84-98 West Post Road
White Plains, NY 10606
(914) 949-1993

Bergen Kawasaki
30 Route 46
Lodi, NJ 07644
(973) 478-7711

Big Red Kawasaki
119 Nenman Springs Rd.
Red Bank, NJ 07701
(732) 542-7800

©2002 Kawasaki Motors Corp., U.S.A. Kawasaki ATVs with engines of 90cc and above are recommended for use only by persons 16 years of age or older. Kawasaki also recommends that all ATV riders take a training course. For more information, see your dealer, or call the ATV Safety Institute at 1-800-887-2887.

Yankees Baseball 100 Years
The 1960s

The 1960s: Groovin'

By Marty Appel

The Yankees experienced highs and lows in a decade of social upheaval

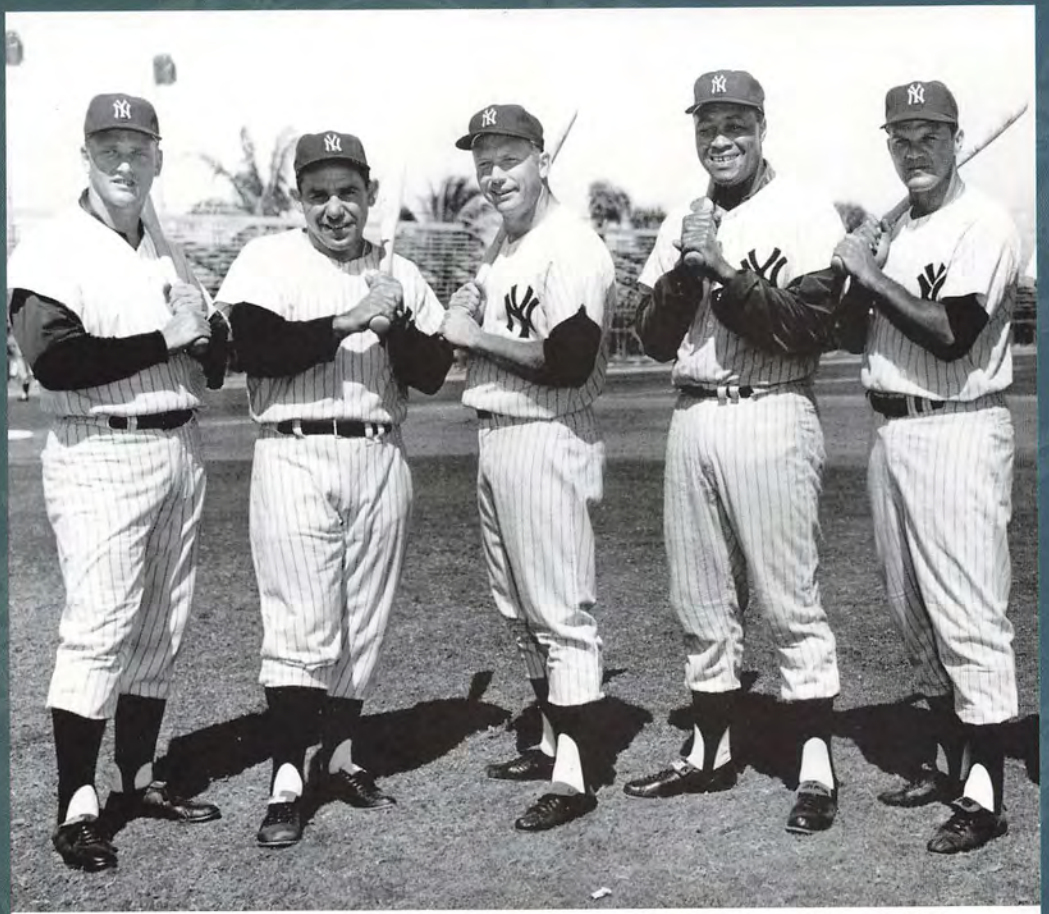
The expression goes, "If you remember the '60s, you weren't there." Well, for Yankees fans, there was much to remember and much to forget. The decade began with the arrival of Roger Maris and ended with the arrival of Thurman Munson. In between were some of the greatest moments in Yankees history, and some of the lowest depths the franchise had ever experienced.

The mystery of the '60s will always be whether owners Dan Topping and Del Webb knew they would be selling the team, and whether that caused them to deliberately allow the farm system dry up. The only thing we know for sure is that they did, and it did. Could they have signed Rod Carew, Paul Blair, Sal Bando, Rico Petrocelli or Steve Carlton as the Yankees of old might have? We will never know.

The decade began with a huge trade that brought Roger Maris to the Yankees from those old trading cousins, the Kansas City Athletics. Maris would win the 1960 American League MVP Award, and the Yankees would return to the World Series after a third-place finish in 1959. It was Casey Stengel's 10th pennant in 12 seasons, but a shocking Series loss to Pittsburgh, in which he took heat for not having Whitey Ford available to pitch Game 7, cost him his job. An era ended with the unceremonious dumping of the man who said, "I won't make the mistake of being 70 again." Gone too was general manager George Weiss, a Yankees fixture since 1933.

Stengel's dismissal was also made, in part, because the Yankees were surely going to lose first-base coach Ralph Houk to another team, perhaps Boston or Detroit. Houk had managed many of the Yankees in the minors, and was considered not only heir apparent to Stengel, but the perfect manager for the times: he was a Marine hero and a player's manager. They didn't want him to get away.

Houk took over the team in what would become a magical season—1961. The Yankees won 109 games, Maris broke Babe Ruth's home run record by hitting 61 and winning another MVP, Mickey Mantle had a career high 54 and the team set a record with 240 round-trippers. Ford, at last pitching every fourth day, became a 20-game winner for the first time and he won the Cy Young Award. The team would become the stuff of legend (not to mention an HBO movie 40 years later).



From L: Yanks sluggers Roger Maris, Yogi Berra, Mickey Mantle, Elston Howard and Moose Skowron.

ALL-STAR BASEBALL 2004

Featuring Derek Jeter

NEW SCENARIO, PICK-UP GAME AND FRANCHISE MODES

OVER 110 RETIRED MAJOR LEAGUE BASEBALL® AND NEGRO LEAGUE LEGENDS

DOWNLOADABLE ROSTER UPDATES

THE MOST AUTHENTIC BASEBALL SIMULATION

SPANISH PLAY-BY-PLAY AVAILABLE

ONE GAME HIS GAME

THE #1 GAME.* ALL-STAR BASEBALL 2004 FEATURING DEREK JETER

WWW.ALLSTARBASEBALL04.COM | WWW.ACCLAIMSPORTS.COM

Acclaim SPORTS

EVERYONE E CONTENT RATED BY ESRB

PlayStation 2 | XBOX | GAME BOY ADVANCE | NINTENDO GAMECUBE

All-Star Baseball™ and Acclaim ® & © 2003 Acclaim Entertainment, Inc. All Rights Reserved. Developed by Acclaim Studios Austin. All Rights Reserved. © MLBPA-Official licensee, Major League Baseball Players Association. Visit the Players Choice on the web at www.bigleaguers.com. Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. Visit the official web site at MLB.com. "PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. Microsoft, Xbox and the Xbox Logos are either registered trademarks or trademarks of Microsoft Corporation in the U.S. and/or in other countries and are used under license from Microsoft. TM, ® and the Nintendo GameCube logo are trademarks of Nintendo. Game Boy and Game Boy Advance are trademarks of Nintendo. © 2001 Nintendo. ® Officially Licensed by the Negro Leagues Baseball Museum, Inc., Kansas City, MO. Screens shown were taken from the Xbox version of the video game. *Based on total franchise sales from TRSTS

OCT. 1, 1961

ROGER MARIS HITS 61ST HOME RUN TO BREAK RUTH'S RECORD

Maris, the league MVP the year before, had been engaged in a friendly home run duel with Mickey Mantle all summer long. As injury and illness took Mantle out of action, Maris pulled away in the pursuit of Babe Ruth's record 60, hit in 1927 when the schedule called for 154 games.

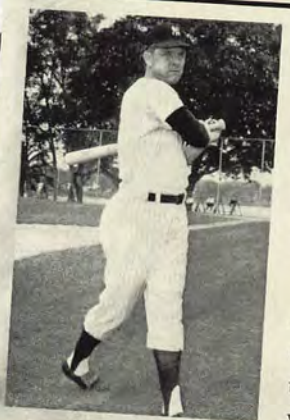
September was awful for Maris when it should have been glorious. Ruth devotees heckled him, and Commissioner Ford Frick said that he would have to reach 60 in 154 games to tie or surpass Ruth, or forever bear an asterisk in the record book. Maris hit his 59th homer in Game 154, his 60th in Game 159, and his 61st off Boston's Tracy Stallard on the final day of the season. Yet Maris's "tainted" record stood longer than Ruth's had, unbroken until Mark McGwire and Sammy Sosa both broke it in 1998.

The '62 Yanks didn't quite match the glory of the '61 version. The team unveiled four rookies on opening day who were a little different than the traditional Bronx Bomber. Joe Pepitone would be the first to use a hair dryer and tried to have his own phone installed in the clubhouse. Phil Linz was a super sub, good enough to homer off Bob Gibson in a World Series, but content enough to know a good thing when he saw it—being on the Yankees bench. Jim Bouton's politics were far to the left of his teammates, and he would go on to write the controversial *Ball Four*. And Tom Tresh—well, Tresh better fit the mold. Voted as Rookie of the Year, Tresh helped lead the Yankees to not only a third straight pennant, but to a world championship. The Series ended in a 1-0 Game 7 Yankees triumph, as the Giants' Willie McCovey lined out to Bobby Richardson at second for a dramatic, Series-saving conclusion. The Yankees carried winning pitcher Ralph Terry off the field, two years after he had yielded Bill Mazeroski's game-winner for Pittsburgh in Game 7. Only on the Yankees could such redemption be possible.

Roger Maris (L) and Joe DiMaggio.

JUNE 24, 1962

JACK REED'S HOME RUN ENDS LONGEST GAME IN YANKEES HISTORY



In this Sunday afternoon marathon at Tiger Stadium, Detroit rightfielder Rocky Colavito was having a day to remember, amassing seven hits as the slow-paced game wore into the 22nd inning. But it was not truly Colavito's day—it belonged to Jack Reed, who played all three outfield positions for the Yankees in three seasons, in none of which his at-bats exceeded his games played. He was a defensive replacement, especially for the brittle Mickey Mantle.

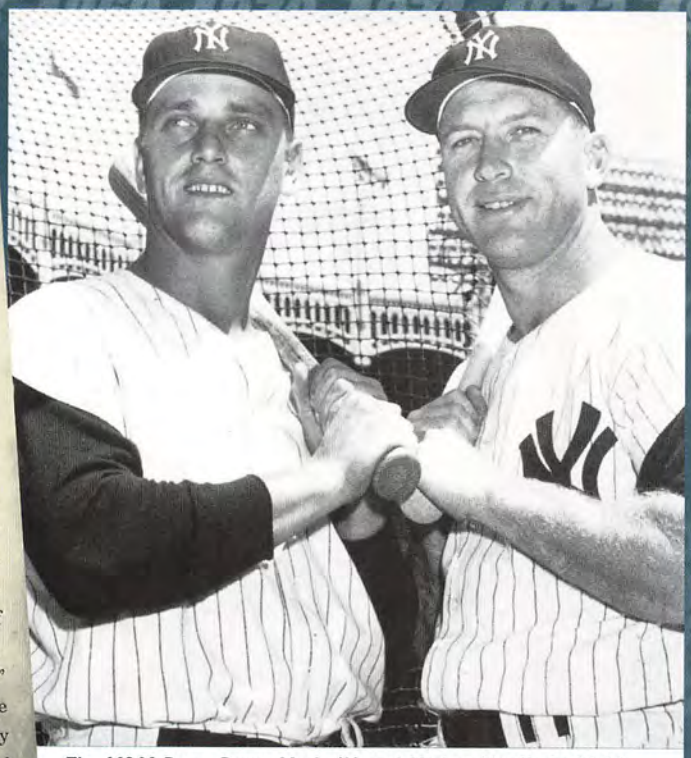
In what remains the longest Yankees game ever, at an even seven hours, Reed entered the game in the 13th to give a break to rookie outfielder Joe Pepitone. He broke up the game in the top of the 22nd with his only major league home run, making a winner of another Yankees rookie, Jim Bouton.

OCT. 4, 1962

WHITEY FORD THROWS HIS 33RD CONSECUTIVE SCORELESS INNING IN WORLD SERIES

Actually, the more memorable part of this accomplishment may have come in the third inning of Game 4 of the 1961 Series against the Reds, when he broke Babe Ruth's record for successive scoreless innings, compiled as a pitcher for the Red Sox. The left-handed ace of the Yankees had thrown two shutouts against the Pirates in 1960; another complete game whitewash against the Reds in the 1961 Series opener, and then six scoreless frames in the Game 4 blanking of Cincinnati, in which Jim Coates mopped up.

But the Yankees' "Chairman of the Board" didn't stop there, adding an additional goose egg in the first inning of his Game 1 victory over the Giants in the 1962 Series for a total 33 consecutive scoreless innings.



The M&M Boys, Roger Maris (L) and Mickey Mantle in 1961.

But as Terry was carried off, few realized it would be the last Yankees world championship for 15 years.

The team won the AL title again in '63—marking three in a row for Houk, four in a row for the franchise and an MVP award for Elston Howard. But already sportswriters were prognosticating about the end of the dynasty. The starting lineup was getting old and the farm system was not showcasing great talent. When the Yankees dropped four in a row to Los Angeles in the '63 World Series, with Mel Allen losing his voice on the NBC broadcast, it seemed an omen of the end being near.

Houk moved up to the general manager's slot in "64, his perfect record intact. Yogi Berra, his career as a catcher having concluded, was named to succeed him. Yogi had been considered Stengel's "assistant manager" for years. He had the Yankees pedigree and an IQ of 1,000 when it came to baseball. But would he have the respect of his old teammates in order to run the ship?

The year 1964 was a struggle. As it happened, the team got hot in September after Phil Linz played his harmonica on the team bus following a tough loss in Chicago. Berra walked back and knocked it out of his hands, and some thought that show of toughness straightened the team out. Rookie Mel Stottlemyre and reliever Pedro Ramos were huge down the stretch. And the Yankees managed

OCT. 16, 1962

RALPH TERRY EXACTS HIS REVENGE, WINS GAME 7

Ralph Houk (L) congratulated Ralph Terry after winning Game 7 of the 1962 World Series.

Unfairly, he had been the goat of the 1960 World Series against Pittsburgh because he threw the pitch in the bottom of the ninth that Bill Mazeroski hit for the most famous home run in October history. But the Pirates scored nine other runs that game that didn't come off Terry.

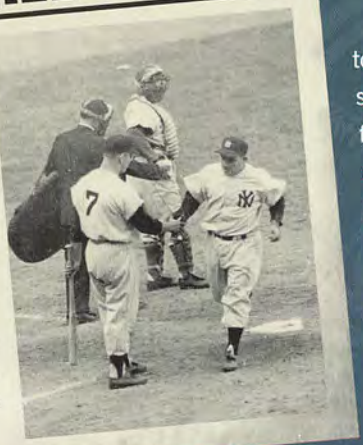
In 1962, Terry won 23 games during the regular season. In the Series he squared off three times against the Giants' 24-game winner, Jack Sanford. Sanford took Game 2, 2-0, but Terry beat him in Games 5 and 7. The finale was a 1-0 masterpiece with a classic last frame. Matty Alou opened with a bunt single and, after Terry retired the next two batters, Willie Mays doubled to right. Roger Maris made a great play to hold Alou at third base. Willie McCovey ripped a line drive directly at second baseman Bobby Richardson, and Terry's revenge was complete.

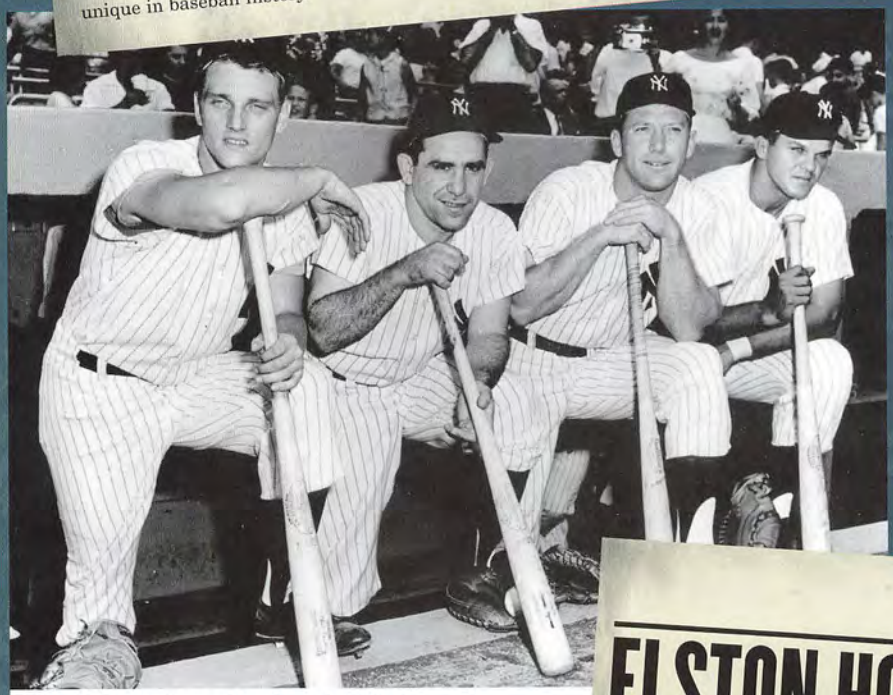
OCT. 16, 1962

BERRA WINS 10TH TITLE IN 1962, MOST OF ANY BASEBALL PLAYER

At 37 years of age, Yogi was no longer the Yankees' everyday catcher when the Yankees defeated the Giants. He had groomed Elston Howard to replace him, as Bill Dickey had once groomed him. He went behind the plate now and then, he played some left field, he pinch hit. But in a move no one could have predicted when an unlikely-looking player named Lawrence Peter Berra made the team in 1946, he had become what Dickey had once been: the soul of the team and its "manager on the field," as Casey Stengel called him.

A three-time MVP, Berra played on 15 All-Star squads, 14 pennant winners and 10 world champions. He skippered the Yankees to the Series in 1964 and the Mets in 1973. Celebrated quotability aside, his accomplishments are unique in baseball history.





From L: Maris, Berra, Mantle and Skowron.

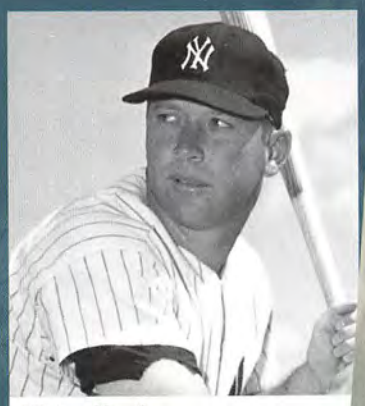
to win their 29th pennant by one game, the fifth straight flag for New York, equaling their streak from 1949 to '53. But unlike their earlier dynasty, who had won all five of those World Series, this one dropped their third of five, losing to Gibson and the Cardinals in seven.

Days later, Houk fired Berra. It was shocking. And equally shocking was the hiring of Johnny Keane, the man who had managed the Cardinals and had quit after the Series concluded.

Keane had no idea what he was getting into. He thought he was taking on the golden job in sports. Instead, he took on a franchise whose players had aged and whose farm system had dried. Topping and Webb sold the club to CBS, the "Tiffany Network," whose chairman and founder, William Paley, thought it would be wonderful to entertain sponsors at the World Series each fall.

Mike Burke was appointed to head the organization. Mel Allen was fired, and a year later so too was Red Barber. Ballantine Beer would cease sponsoring the games (and they later went of business).

Tony Kubek and Bobby Richardson retired in '65 and '66, respectively; the team was unable to get any value for them in a trade, and unprepared to



Mickey Mantle

NOV. 7, 1963

ELSTON HOWARD NAMED MVP

A product of the Negro Leagues, where he had played with the Kansas City Monarchs, Elston Howard debuted in 1955 as the Yankees' first African-American player. A skilled all-around player, he divided his time between the outfield and first base his first five years—after all, the Yankees had a catcher named Berra. But in 1960 Stengel moved Yogi to left field and put Howard behind the plate to stay.

The following year he hit .348 for new manager Ralph Houk, who himself had been a Yankees catcher stymied by Berra. Two years later he hit a career-high 28 homers and was voted American League MVP. And his formidable receiving skills only got better, until in 1963 he won a Gold Glove. He and Thurman Munson remain the only Yankees catchers to have won one.

NORDSTROM

Garden State Plaza
201-843-1122

Menlo Park
732-603-5000

Freehold Raceway Mall
732-308-1117

The Westchester
914-946-1122

Roosevelt Field
516-746-0011

Westfarms Mall
860-521-9090

The Mall at Short Hills
973-467-1500

Providence Place
401-621-3111

King of Prussia Plaza
610-265-6111

Style Name: New City Light Cap Toe
Colors Available: Black (pictured), Rust
Sizes: 40-47 (European Sizing)
Retail: $129.95

JULY 20, 1965

MEL STOTTLEMYRE HITS INSIDE-THE-PARK GRAND SLAM IN 6-3 WIN

What didn't he do that day—sell peanuts? The second-year pitcher hit his drive in the fifth inning off Boston's Bill Monbouquette in a game at Yankee Stadium. No pitcher had accomplished such a feat since 1910. Mel wasn't a great hitting pitcher (lifetime batting average .160), but he sure had his moments—such as a five-hit game on Sept. 26, 1964, while he was throwing a two-hitter! (No pitcher in either league has had five hits since.)

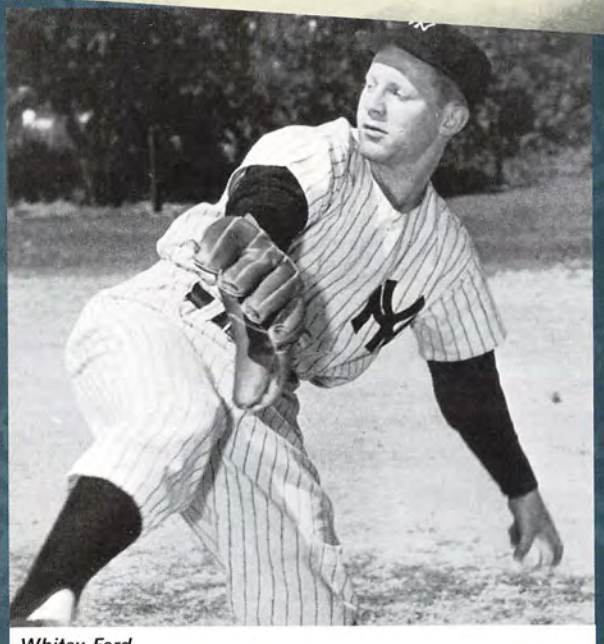
A rookie sensation as an August call-up in 1964, Stottlemyre topped that by going 20-9 in 1965. He also won 21 and 20 games, respectively, in 1968 and 1969. A rotator cuff injury forced him to call it quits at 33, but Mel stayed in the game as a pitching coach with several teams, notably guiding the vaunted Yankees pitching staff since 1996.

replace them. Mantle, Ford, Clete Boyer, Howard and Maris were all on the decline.

In 1965, the advent of a draft of amateur players came about. Widely viewed as a rule to stop the Yankees dynasty, letting second division teams draft the best players before New York, it was another dagger at Yankees success, but hardly the total problem. It would not have manifested itself so quickly had the team built a strong system in the early '60s.

In 1965, the Yankees finished sixth, 25 games out of first. They had not been in the second division in 40 years. Some had seen it coming, but most fans were in shock. After all, this was still a team of superstars.

As if '65 wasn't bad enough, '66 would be worse. Tenth place in a 10-team league. Last place. The cellar. The team hadn't been there since the 1912, when they were the Highlanders. Houk fired Keane in May and took over himself. But even his magic was gone.

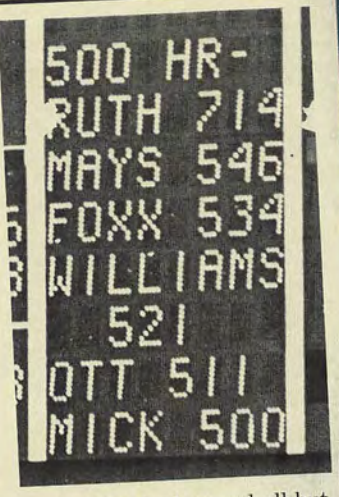


Whitey Ford

Mickey Mantle

MAY 14, 1967

MANTLE HITS 500TH HOME RUN



The Yankees of the late 1960s didn't have much, but they still had Mantle. Hobbled by leg injuries and compelled to play first base, he was still a threat at the plate. On May 14 at Yankee Stadium, he connected off Baltimore's Stu Miller for number 500. At that time the plateau had more meaning, as only five men had reached it before: Babe Ruth, Jimmie Foxx, Ted Williams, Mel Ott and Willie Mays.

By the time he hung up his spikes at the end of the 1968 season, the Mick had passed all but Ruth and Mays. Other sluggers would come along to challenge or pass Mantle's marks, but those who saw him play still ponder what he might have done on two good legs.

For the rest of his Yankees managerial career, which would last through 1973, he was not the genius who won three pennants in his first three seasons, but a .500 manager whom the fans grew tired of watching.

Horace Clarke took over at second and his career would run the length of the Yankees fall from grace. Poor Horace, a good offensive player, would come to symbolize the lean years, as though it was his fault that the team could find no one better.

Maris was traded after the 1966 season for a third baseman named Charlie Smith, who replaced Boyer. A bitter Maris, who claimed the Yankees misled him about the seriousness of a hand injury, would play for two more pennant winners in St. Louis before retiring.

Ford retired in the spring of '67, and Howard was dealt to Boston that summer, without much in exchange. Mantle, who had his last big season in 1964 at the age of 32, retired after 1968, claiming, "I just can't hit anymore."

Gold Glove winners of 1965 (from L): Bobby Richardson, Tom Tresh and Joe Pepitone.

Kubek, Richardson, Ford, Maris, Berra, Boyer, Mantle and Howard had collectively been exchanged for Charlie Smith, Bill Robinson, Ron Klimkowski and Pete Magrini.

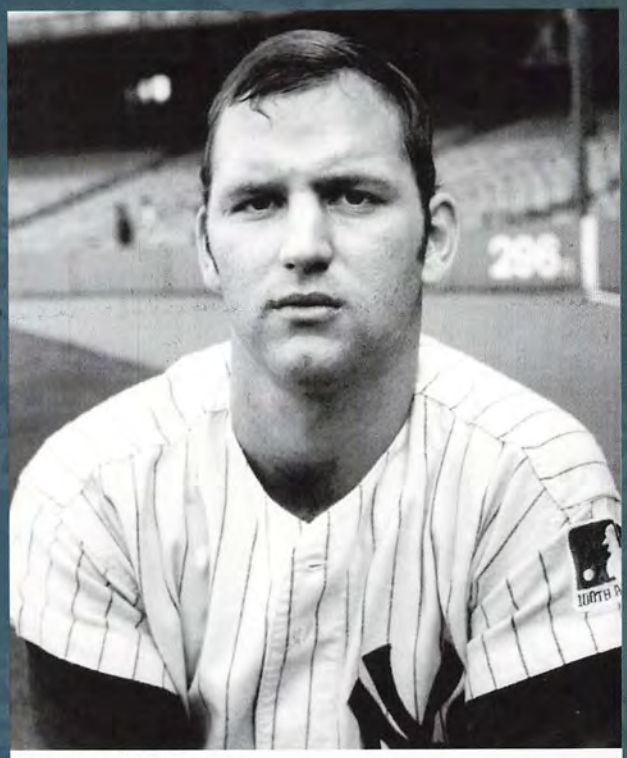
There were few good signs in the late '60s. Roy White was one bright spot, but other hopefuls didn't work out. Bill Robinson and Steve Whitaker flopped. Bobby Murcer went off to the Army for two years. Stottlemyre became a 20-game

winner, an amazing feat with a bad ballclub. The bullpen had its moments, with Lindy McDaniel, Steve Hamilton and Jack Aker performing well—when there were games to save. But this was essentially a bad team, and worse yet, a dull one. And a dull Yankees team was just plain bad for baseball.

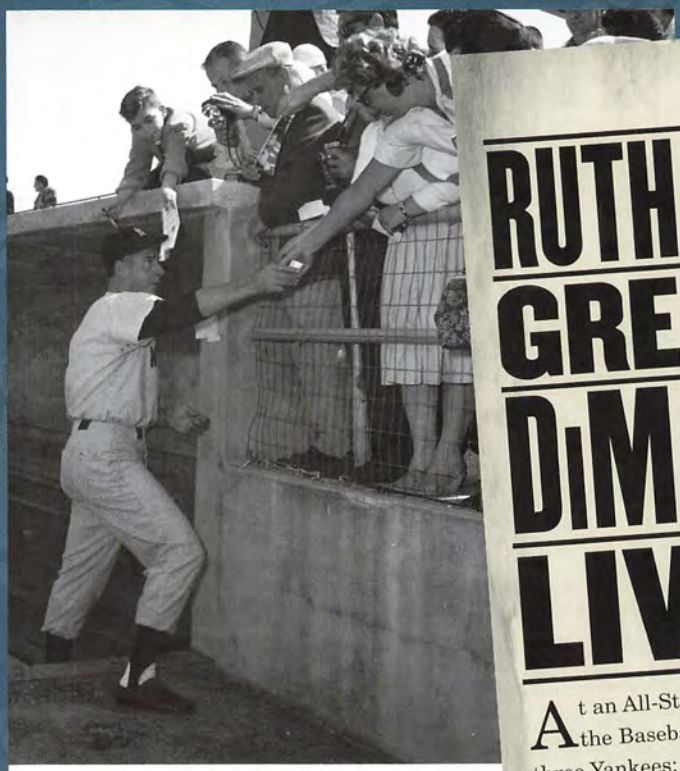
By virtue of finishing ninth in 1967, the Yankees managed to have the fourth draft pick in the June amateur draft in '68. With that pick, they selected an All-American catcher out of Kent State, Thurman Munson.

Munson would make his big-league debut quickly on Aug. 8, 1969. Cocky, brash and confident, he looked around and didn't like what he saw. He saw teammates who had grown complacent, satisfied to split a doubleheader. It wasn't the way he played the game.

It would take a few years, and many more building blocks. But with the arrival of Munson, the fortunes of the franchise began to shift back. Despondent Yankees fans watched the Mets win the '69 World Series and felt it was as low as things could get. But better players, and happier days, were on the way.



Thurman Munson



Joe DiMaggio greeted fans in 1967.

JULY 21, 1969

RUTH IS NAMED GAME'S GREATEST PLAYER, DiMAGGIO GREATEST LIVING PLAYER

At an All-Star Game banquet commemorating the centennial of professional baseball, the Baseball Writers Association of America selected an all-time team that included three Yankees: Lou Gehrig at first base and Babe Ruth and Joe DiMaggio in the outfield. Ruth was named the game's all-time outstanding player, outdistancing Ty Cobb, Honus Wagner and DiMaggio. Among other Yankees contenders, Casey Stengel finished second to his mentor John McGraw in the vote for greatest manager, and Bill Dickey finished second to Mickey Cochrane at catcher.

There was no line on the ballot for all-time greatest franchise, but we know how that vote would have come out.

innovation luggage

Life is a journey. We'll help you pack.

The Tri-state Area's Largest Travel Superstore

LUGGAGE
BUSINESS BRIEFS
BACKPACKS
TRAVEL ACCESSORIES
GIFTS

Top name brands:
TUMI
SAMSONITE
DAKOTA
BOYT
DELSEY
KIPLING
PATHFINDER
SKYWAY
LARK
SWISS ARMY

Now available on the web! www.innovationluggage.com

LOWEST PRICE GUARANTEE!

22 Convenient Area Locations

Manhattan

1186 3rd Ave. at 69th St.
300 East 42nd St. at Second Ave.
1755 Broadway at 57th St.
866 Third Ave. at 52nd St.
521 Fifth Ave. at 43rd St.
670 Sixth Ave. at 21st St.
2001 Broadway at 68th St.

Paramus, NJ
791 Route 17 South
Routes 4 and 17
Garden State Plaza

Union, NJ
2175 Route 22 West

Short Hills, NJ
The Mall at Short Hills

Newark Liberty International Airport

Farmington, CT
West Farms Mall

Stamford, CT
100 Green Rock Place

Greenwich, CT
72-74 Greenwich Ave.

Westport, CT
1620 Post Road East

Carle Place, NY
Hartsdale, NY
Washington National Airport
Braintree, MA
Salem, NH
Manchester, NH

Call 1-800-722-1800 for the store location nearest you, or shop online at www.innovationluggage.com.

The 1970s: Stayin' Alive

By Marty Appel

Free agency and Billyball revitalized the Yankees' winning tradition

For Yankees fans, there was no lower point than the team's entry into the 1970s.

Long accustomed to winning regularly, fans had now been forced to accept mediocrity as the norm. The 1969 team was 80-81, fifth out of sixth in the AL East, while—horrors!—the crosstown Mets had become America's darlings with their miracle 1969 World Championship.

Since the bubble had burst and the dynasty had ceased after the 1964 pennant, the Yankees had gone 382-424 with only one season over .500. True, the pre-1921 teams were worse, but the expectations were so much lower. These were no longer the storied Yankees of Ruth, Gehrig, DiMaggio and Mantle. Now the team photo was filled with journeymen who were just passing through on their way to retirement.

Yankee Stadium was crumbling (the annual Bat Day would produce pieces of falling concrete when the kids tapped their bats for a rally), and CBS ownership had not shown the same ability to produce a winner as it had with *Mary Tyler Moore* and *The Bob Newhart Show.* In fact, people would rather watch *Mary Tyler Moore* and *The Bob Newhart Show* than the Yankees, who wound up having to pay to get their games broadcast, not the other way around.

Annual attendance was barely cracking a million, and after Mickey Mantle's retirement in spring training of '69, the glamour was pretty much drained from the organization. The team still drew well on the road, but as Jerry Seinfeld later quipped, "it was like rooting for laundry." The Yankees uniform.

Poor Ralph Houk. The manager had won three straight pennants in the '60s and was now the manager of this doom and gloom. The fans were not happy about it. Fans especially didn't like the Bombers' second baseman, the beleaguered Horace Clarke, whose major flaw seemed to be longevity. It wasn't his fault that no one better came along, and he was a better player than the fans gave him credit for. But because he was out there, year after year, he came to stand for this disappointing run by the club.

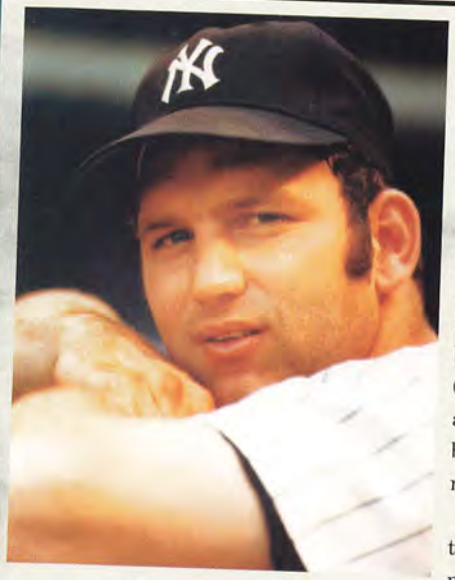
But things were happening. The team, year by year, was improving. It was a slow process—one position at a

Yanks sluggers prepared for the 1973 season in Fort Lauderdale.

Let's get wet.
Jantzen
jantzen.com
© 2003 Jantzen, Inc., a wholly owned subsidiary of Perry Ellis International, Inc.
Available at KOHL'S

NOV. 25, 1970

THURMAN MUNSON NAMED ROOKIE OF THE YEAR



He didn't look like an athlete, but he was all baseball, from the inside out. A fierce competitor, Munson was called up to the big team in late 1969 after only 99 minor league games. In his first full campaign in New York he batted .302 and played a strong defensive game, throwing out would-be basestealers with the fastest (if not the strongest) delivery anyone had ever seen. Of the 24 ballots cast for the year's top rookie, 23 went to Munson.

Although his career would be tragically shortened by a fatal plane crash in 1979, Thurman Munson packed many accomplishments into his too few years: an MVP award in 1976, three Gold Gloves, three pennants and two world championships—and the honor most highly prized by Munson himself, the Yankee captaincy.

time—but it was genuinely happening. Astute baseball men could see it coming.

Roy White, Mel Stottlemyre and Bobby Murcer were talented players, and in 1970, Thurman Munson won the Rookie of the Year award. Also, Houk won Manager of the Year honors as the team won 93 games. Although they were still 15 behind Baltimore, 93 victories was nothing to sneeze at. In fact, it was 10 more wins than the defending champion Mets earned.

Just when things were looking up, the team fell back to 82-80 in 1971. The bullpen recorded 12 saves for the entire season, and only Murcer's breakthrough year of .331 turned any heads. Mediocrity was back.

In '72, deprived of four home games due to an April player's strike, the team fell under a million in attendance for the only time in the last 57 years. In a tight division race involving Detroit, Boston, Baltimore and New York, the Yankees had no experienced guns to take them through September. They got as close as one game out on Sept. 2, but never, not for a day, did they ever grab a share of the lead. In the end, after losing six out of six to last place Milwaukee in the final weeks, they finished fourth, six games out. It was a gallant effort, but it was viewed more as a collapse than a triumph. The big addition in 1972 was reliever Sparky Lyle, obtained from Boston, who registered an AL record of 35 saves and had the fans on their feet with his dramatic entrances into the games to the organ music of "Pomp and Circumstance."

The fortunes of the team did turn positive in 1973 starting with the addition of Graig Nettles at third base. The year also marked the entrance of a new, young owner from Cleveland, George M. Steinbrenner III, a man who was determined to halt the team's losing habits and restore the former majesty of the storied franchise. At the time, few thought that he could do it as quickly as he did—or that he would continue to own the team longer than anyone in history. He and his partners bought the club from CBS, concluded negotiations on a major two-year renovation of Yankee Stadium and showed they were ready to back their promises with the acquisition of impact players.

With the Yanks in first place as the June trading deadline approached, the club purchased two quality starting pitchers to bolster the team: Sam McDowell and Pat Dobson. "We only have ourselves to blame if we don't win now," said Murcer.

MARCH 22, 1972

YANKEES OBTAIN RELIEVER SPARKY LYLE FROM BOSTON

The spring training exchange of the Yankees' Danny Cater and Mario Guerrero for Red Sox lefty Sparky Lyle didn't seem earth shattering on the day it was announced. Five years later, it ranked right up there with the Brink's robbery and the Babe Ruth deal. In his first year in New York, Lyle rode his devastating slider to nine wins, a league-leading 35 saves, and a 1.92 ERA.

Sparky Lyle (L) and Ralph Houk in Spring Training 1972.

He was even better in the Yankees' championship season of 1977, going 13-5 with 26 saves while pitching a staggering 137 innings, all in relief. He won the Cy Young Award as only the second reliever to do so.

The classic lineup of the 1978 world champions.

Indeed, the team held onto first until Aug. 1 when the Orioles began to pull away. For a couple of months, the Yankees were the talk of baseball—Murcer and Ron Blomberg (who was hitting over .400), graced the cover of *Sports Illustrated*, with Lyle serving as the dashing bullpen hero, and Munson was now showing veteran leadership in the final year of old Yankee Stadium.

But another summer collapse—an eight-game losing streak at the end of August—turned September into an ugly month with the fans booing each appearance by Houk on the field. A meager crowd of 6,674 turned out for a night game on Sept. 6 to show how much had gotten away from this club.

Houk resigned after the '73 season and general manager Lee MacPhail moved on to become president of the American League. Gabe Paul was put in charge, and the veteran general manager showed what he could do with a good eye for talent.

The Yankees played at Shea Stadium in 1974 and 1975. Bill Virdon was named to succeed Houk after a failed attempt to sign Dick Williams. And 1974 would bring with it Lou Piniella to play right field, Elliott Maddox to play center—they hit .305 and .303 respectively—and the Yankees almost won it all, finishing just two behind Baltimore. A 10-inning, 3-2 loss in Milwaukee in the 161st game finally eliminated them after a courageous run, in which Virdon earned Manager of the Year honors.

In the offseason of '74, having come so close to a title, the Yankees took the dramatic step of trading Murcer for Bobby Bonds and signing free-agent Catfish Hunter. The Murcer-Bonds swap was one of the biggest one-for-one trades in baseball history and brought the Yankees one of the five best players in baseball. Bonds would become the franchise's first 30-30 man (holding the honors as the only Yankee to accomplish the feat until this season when Alfonso Soriano matched it) in '75, despite playing hurt for much of the year. Meanwhile, Hunter, suddenly the game's best-known player, won 23 games and completed 30 of 39 starts, numbers unimaginable today. He also brought with him

JAN. 3, 1973

A PARTNERSHIP HEADED BY GEORGE M. STEINBRENNER III BUYS THE BOMBERS

The Columbia Broadcasting System had purchased the Yankees in 1965 and presided over some of the team's least fortunate years. George Steinbrenner, as managing general partner, was able to buy the team for $10 million, a figure $3.2 million less than what CBS had paid for it, and he immediately set about to restore the team to its historic pedestal.

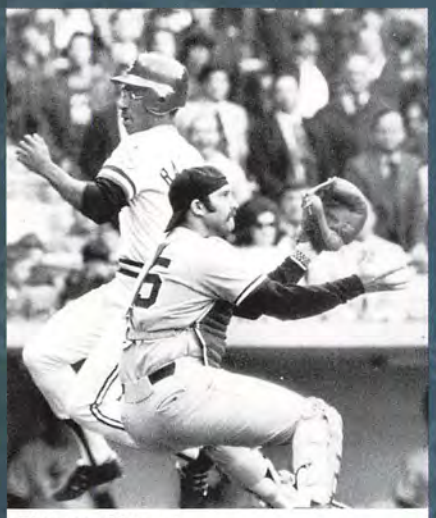
Like other team owners at the time, he abhorred free agency, yet he understood its implications. Players of the caliber of Catfish Hunter and Reggie Jackson were costly, but he knew they were worth it. In the 30 years under his direction, the Yankees have reasserted their claim to being the best team in baseball, year in, year out.

APRIL 6, 1973

RON BLOMBERG BECOMES FIRST MAJOR LEAGUE DESIGNATED HITTER

Because the Yankees' opening game at Boston began earlier than other AL games this day, Ron Blomberg stepped up to the plate as designated hitter before anyone else could. With the bases loaded in the top of the first inning, Luis Tiant walked him to force in a run. Blomberg was the first DH and he did well in 1973, hitting .329.

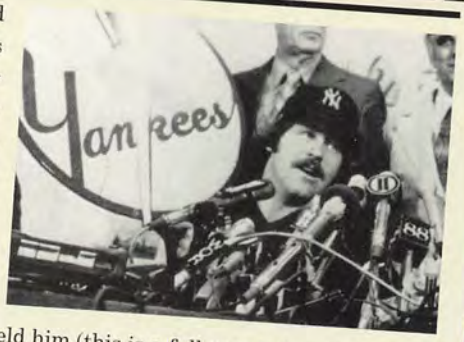
Despite the passage of three decades, fans still argue over every October whether the DH makes sense. Love it or hate it, it's here to stay—more likely to be adopted by the National League one day than to be discarded by the American.



Thurman Munson

DEC. 31, 1974

YANKEES SIGN FREE-AGENT PITCHER CATFISH HUNTER



A slipup by Oakland A's owner Charles O. Finley—failing to pay half the pitcher's salary into a life-insurance fund—voided the star pitcher's contract. Finley attempted restitution but Hunter preferred to test the waters, and arbitrator Peter Seitz upheld him (this is a full year before Seitz decided the Messersmith–McNally case in favor of the players and ushered in broad free agency).

With the A's, Hunter had thrown a perfect game, won a Cy Young Award and won 20 or more games four years in a row. Rejecting more lucrative offers, he came to the Yankees for a reported $3.75 million dollars over five years—three times the salary of the next highest paid player in the game. He won 23 games for New York in his first year. In 1998 Hunter was diagnosed with ALS, Lou Gehrig's disease, and he died on Sept. 9, 1999 (9/9/99).

APRIL 10, 1976

YANKS WIN IN MILWAUKEE AS BREWERS GRAND SLAM IS OVERRULED

In an eerie precursor to the more famous pine-tar game of 1983, a Yankees reliever allowed a dramatic home run that appeared to win the game but was overturned by an umpire. In 1983, George Brett's homer off Goose Gossage was ultimately restored and the Yanks lost, but here's how this game played out:

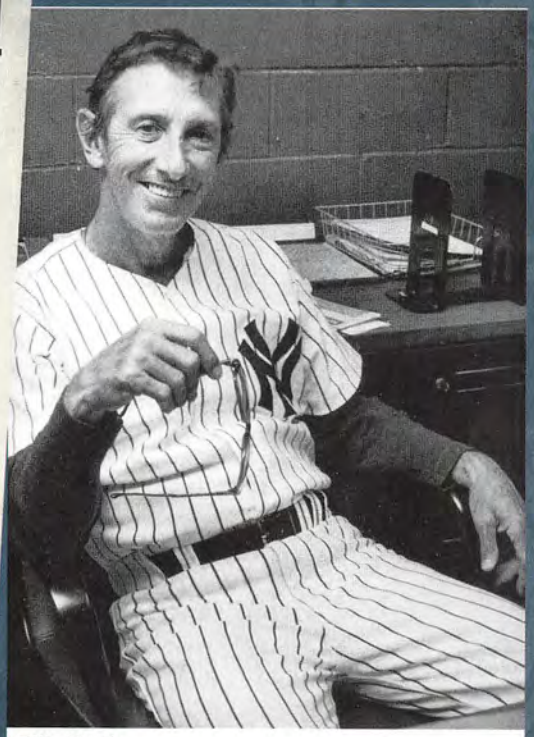
New York scored five runs in the top of the ninth inning to seize the lead, 9-6. In the bottom half, the Brewers knocked out Sparky Lyle, who was replaced by Dave Pagan. With the bases loaded, Don Money blasted a grand slam that appeared to the end the game, 10-9. However, first-base ump Jim McKean insisted he had called time out before the pitch. Reprieved, Pagan retired Money on a fly ball and concluded the inning allowing only one run, so the Yanks won 9-7. Milwaukee fans still grumble about this one.

APRIL 15, 1976

REMODELED YANKEE STADIUM OPENS BEFORE 52,613 FANS

Bob Shawkey, winner of the 1923 Yankee Stadium opener, threw out the first ball, and the Bombers celebrated their return to the Bronx by beating the Twins 11-4. For the previous two seasons the Yanks had played their home games at Shea Stadium, going a creditable 90-69.

The wedding-cake ironwork that ringed the upper deck at the old stadium was preserved in the new, but otherwise the overhaul was radical. There would be no more death valley in center nor a short porch in right. Here's a comparison of the outfield dimensions of the old ballpark at its opening in 1923, and in parenthesis the dimensions on this reopening day in 1976: LF, 280 feet (312); LCF, 500 (430); CF, 487 (417); RCF, 429 (385); RF: 295 (310).



Billy Martin

a certain presence, the stature of a winner, a leader. Although he never again approached his '75 stats, he was, said many, the man who "taught the Yankees how to win."

In April, just as the season had begun, the Yankees traded four of their eight pitchers to Cleveland in a deal bringing Chris Chambliss and Dick Tidrow to New York. Chambliss hit .304, but despite the infusion of the new talent, the team underachieved and fell out of the race, barely above .500. On Old-Timers' Day, Aug. 2, Virdon was dismissed and Billy Martin was hired to succeed him.

Martin had spent 18 years in Yankees exile, since, while a player, he had been traded in 1957 after a birthday brawl at the Copacobana nightclub in New York. His heart had always remained with the Yankees, and the opportunity to return, this time as a manager, brought tears to his sentimental eyes. He had been "Casey's Boy" while playing for Stengel; now, he hung a photo of Casey in his office and put on his old uniform, No. 1.

There was no sudden rebound in the closing weeks of '75, and 1976 spring training was delayed over labor wars. But the new Yankee Stadium opened on time on April 15, and with it a new Yankee era was born.

OCT. 14, 1976

CHRIS CHAMBLISS BLASTS NINTH-INNING HOMER TO WIN ALCS

After a dozen years' absence from postseason play, 1976 felt like a homecoming. In the best-of-five series (the LCS wasn't expanded to a best of seven until 1985), New York split the first four games with Kansas City. In the finale at Yankee Stadium, the Pinstripers led, 6-3, going into the bottom of the eighth, when their nemesis George Brett hit a three-run homer.

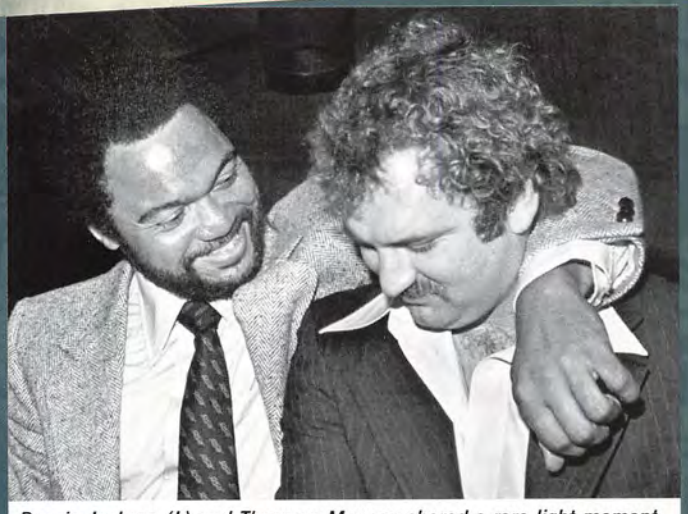
The Yanks' Dick Tidrow pitched a scoreless ninth, and then, in the bottom half of the inning, Chris Chambliss hit Mark Littell's first pitch over the right-center fence, sending the fans and players into delirium. In the five games, Chambliss batted .524 and drove in eight.

OCT. 18, 1977

REGGIE JACKSON HITS THREE HOMERS IN GAME 6 OF WORLD SERIES

The Yankees enjoyed a glorious moment when Chambliss hit the home run to put them in the World Series in 1976, where they were overmatched by the Big Red Machine of Cincinnati. The team knew it needed another bat, and brought in free agent Reggie Jackson. After hitting 32 homers and driving in 110 during the regular season, Reggie proceeded to earn the moniker Mr. October.

In six games against the Dodgers, Reggie stole the show, hitting .450, driving in eight and hitting a record five home runs. The final three of these came in Game 6 on three pitches by three pitchers, and they provided the Yankees with their first world title since 1962. Only Babe Ruth had hit ever three dingers in a World Series game before, and only Ruth, Mickey Mantle and Duke Snider had hit four over the course of a Series.



Reggie Jackson (L) and Thurman Munson shared a rare light moment.

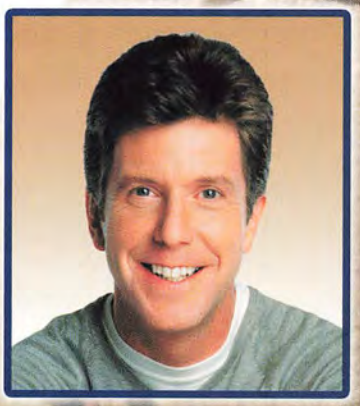
Gabe Paul had swung two brilliant and shocking trades at the winter meetings, obtaining Willie Randolph and Dock Ellis from Pittsburgh and Mickey Rivers and Ed Figueroa from the Angels, the latter in exchange for Bonds. The team, whose building started with White in '67, had added Munson in '70, Lyle in '72, Nettles in '73, Piniella in '74, Chambliss and Hunter in '75 and Randolph, Ellis, Rivers and Figueroa in '76. Munson was named the team's first captain since Lou Gehrig and went on to win the MVP award. Suddenly—it hardly felt like a 12-year wait—the team went wire-to-wire in first place, drew two million fans and won the division by 10 games. When Chambliss hit a last-of-the-ninth home run in the final game of the ALCS against Kansas City, the Yankees were back in the World Series. Happy days were here again.

The thud of a four-game loss in the Series to Cincinnati hurt. It seemed one more piece of the puzzle was needed. That would come in the form of Reggie Jackson, the most coveted of the first class of free agents. He immediately added needed power to the lineup and did so in dramatic fashion. The 1977 Yankees repeated as AL champs, but this time, captured their first world championship since 1962. In Game 6 against the Los Angeles Dodgers, Jackson hit three home runs into the night at Yankee Stadium to forever become "Mr. October."

The team celebrated the 1977 World Series victory.

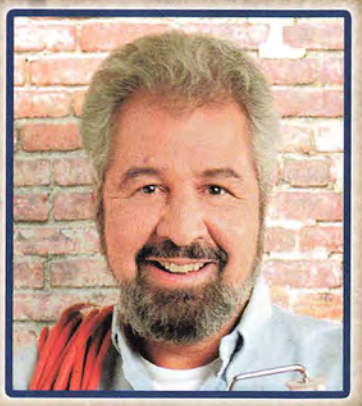
Thanks WCBS!

Hollywood Squares



Martha Stewart Living

Living It Up!
Coming In September!



Bob Vila's Home Again

CBS MarketWatch Weekend

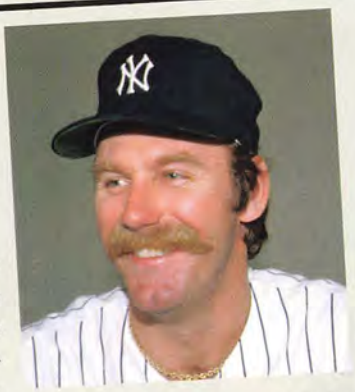
We're proud to be a part of your winning lineup!

KINGWORLD

©2003 King World. All Rights Reserved.

OCT. 26, 1977

SPARKY LYLE WINS CY YOUNG AWARD



Reliever Jim Konstanty had won an MVP in 1950 and Mike Marshall had won a Cy Young in 1974. But no American League reliever had even been in serious contention for an award. In 1972, when Lyle led the league in saves, he amassed only three votes in the Cy Young balloting to Gaylord Perry's winning 64. In 1977, he pitched the most games and innings of his career.

Yet the decade-long workload worried Yankees brass; in bittersweet fashion, not long after Lyle won his award, he learned that his team had brought in Goose Gossage to take over the closer role. He would contribute in 1978, but no longer as the star in the bullpen. But Sparky's impact on the Yankees continued: he would be traded to the Rangers for an untried kid named Dave Righetti, and he had already taught his devastating slider to an up-and-comer named Ron Guidry.

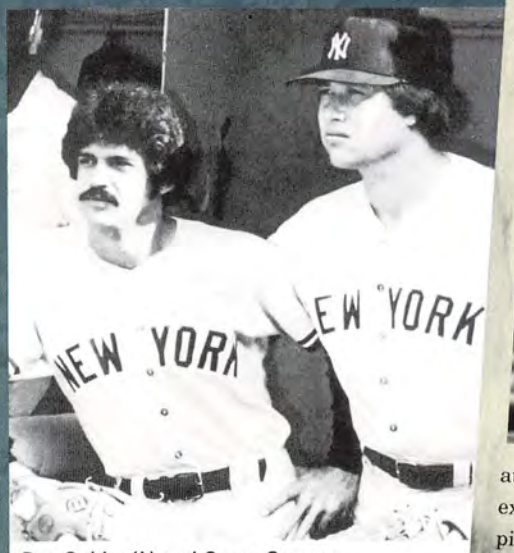
The year also marked Munson's third consecutive season of 100-plus RBI and a .300 average, a feat that hadn't been done in the AL in a quarter century.

The 1978 campaign seemed destined for also-ran status despite the addition of reliever Goose Gossage in the bullpen. The Red Sox seemed invincible—some thought they had put together one of the best teams in history. The Yanks were 14 games out of first on July 19, but then they started to win. And Boston started to lose. Fourteen games shrunk to eight by July 27, but it was still seven as late as Aug. 29.

The Yankees closed the regular season by winning 31 of 40, including a four-game sweep of Boston in Fenway in mid-September, by a combined 42-9 score. Manager Don Zimmer's Sox battled back and the two ancient rivals tied for first at season's end. A one-game playoff was needed.

In the bright sunlight on a Monday afternoon in Fenway Park, shortstop Bucky Dent, who had hit only five home runs in the regular season, homered off Mike Torrez to give the Yankees a third consecutive pennant with one of the most memorable blasts in baseball history. Dent went on to earn World Series MVP honors in another Series triumph against the Dodgers, the Yanks' 22nd world championship. (It would, alas, prove to be the team's last for another 18 years).

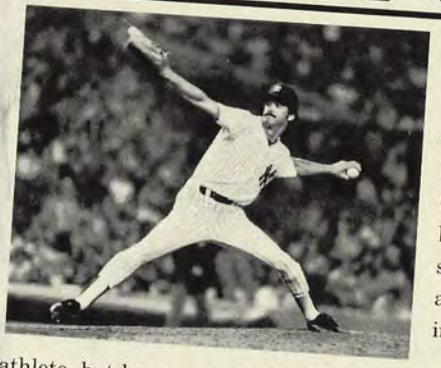
The year 1978 would also be remembered as the remarkable season of "Louisiana Lightning," Ron Guidry, who went 25-3 with



Ron Guidry (L) and Goose Gossage.

JUNE 17, 1978

RON GUIDRY FANS CLUB RECORD 18 BATTERS AGAINST CALIFORNIA



Defeating the Angels, 4-0, at Yankee Stadium, Ron Guidry threw one of his nine shutouts that season and one of his 25 wins against only three losses, establishing an major league mark for highest win percentage for a 20-game winner (.894). His 18 Ks established a franchise record and helped to push Jack Chesbro from the top spot in season strikeouts by a Yankees hurler. Add to that a 1.74 ERA, and small wonder that he was a unanimous choice for the Cy Young Award that year.

Only 5'11" and 162 pounds, Gator was a great athlete, but he seemed too slight of frame to bring it the way he did. But he arched his back exaggeratedly and he threw his slider over the top, and batters could not get under it. His two pitches were so effective that Guidry didn't even learn a curve or changeup until 1985.

AUG. 6, 1978

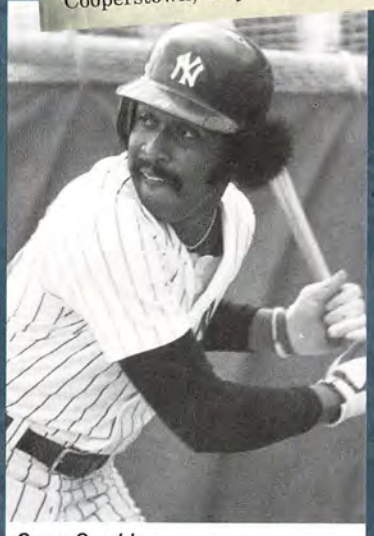
MEL ALLEN AND RED BARBER

ENTER COOPERSTOWN TOGETHER

"How about that, sports fans?" "It's going, going, gone!" Credit Mel Allen for these memorable phrases. The broadcast "Voice of the Yankees" from 1939 to '64 (and radio plus cablecast in the 1980s), Allen is credited for nicknaming Joe DiMaggio the "Yankee Clipper" and Phil Rizzuto "Scooter." He was behind the mike for all All-Star Games from 1952 to '61 and was the voice of This Week in Baseball from its inception in 1977.

His on-air partner from 1954 on was Red Barber, who had previously made his Southern accent a daily feature for Brooklyn fans. Credit Barber for these: "Oh, doctor!" "They're tearin' up the pea patch!" "Hold the phone!" Credit the two of them as the greatest of all Yankees announcers. When the Frick Award was created to honor announcers in Cooperstown, they entered the Hall of Fame together.

The Yankees mourned the untimely death of captain Thurman Munson.



Oscar Gamble

Reggie Jackson

a 1.74 ERA and a team-record 248 strikeouts. On June 17, he fanned 18 Angels in Yankee Stadium, creating a tradition that still lives to this day—the stand and cheer after two strikes by the hometown fans.

It was also a year in which turmoil was a frequent visitor to the Yankees scene, with personality conflicts rampant. The explosive Billy Martin departed for the even-keeled Bob Lemon, which helped right the ship and bring home the title. But there could not have been a more dramatic moment than on Old-Timers' Day in '78, only days after Martin's departure, when he was brought out of the dugout and announced as a "future" manager, with Lemon to become GM. The fans loved it, and the coming and going of Billy as manager (who served five different terms), was well underway.

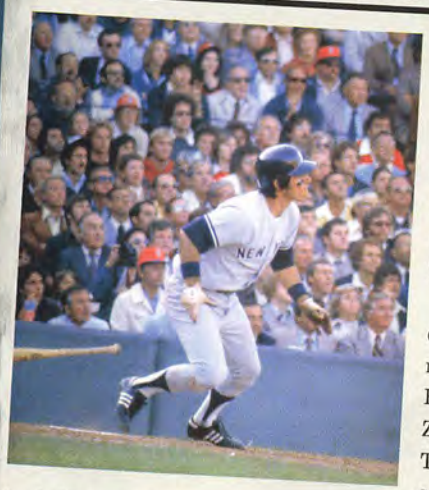
The decade ended in sadness. As the '60s had concluded with the arrival of Thurman Munson, the heart and soul of the club throughout the next 10 years, the '70s essentially ended on Aug. 2, when Munson's private jet crashed in Canton, Ohio. He was dead at 32. It would be a long time before that kind of leadership returned to the Yankee clubhouse. That the team finished fourth in 1979 hardly mattered.

The '70s was the decade of revival for the Yankees. They were back to contending form, had a beautifully remodeled stadium and the pride and tradition of American sports was again most evident in the Yankee mystique.

OCT. 2, 1978

BUCKY DENT HOME RUN

BEATS BOSTON FOR AL EAST TITLE



In a thrilling AL East race, the Yanks had stormed back from 14 games behind as late as July 19. After charging past the Red Sox, the courageous Beantowners won their final eight to claw back into a divisional tie.

On this brilliantly sunny day in Boston, the teams met in a one-game playoff. Red Sox manager Don Zimmer called on Mike Torrez, who sailed into the seventh frame with a 2-0 lead. He retired Graig Nettles but yielded singles to Chris Chambliss and Roy White. Jim Spencer, a power threat, flied out, and Boston fans breathed easier as Bucky Dent, with only four homers all year, stepped to the plate. Dent hit a fly ball to left that would have been a routine out in any other stadium—but not in Boston, where it snuck over the Green Monster. The final score was 5-4, Yankees. But this was Bucky Dent's moment.

The 1980s: Totally Awesome

By Maury Allen

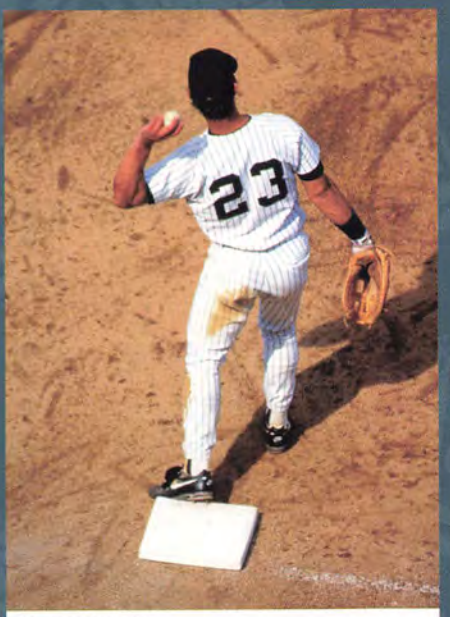
Stars like Don Mattingly gave Yankees fans something to cheer for in a championship-free decade

The 1980s proved to be the only decade since Babe Ruth arrived in the Bronx without a World Series triumph by the New York Yankees. But true to tradition, the stars were everywhere, the thrills were constant and the drama unfolded at the Stadium with every passing day.

It was the decade of Hall of Famer Dave Winfield, of record-breaker Don Mattingly, of July 4 no-hit heroics by Dave Righetti, of the "Pine Tar" game (one of baseball's most infamous contests) and the shocking losses of legends Roger Maris and Billy Martin.

No less than nine managers occupied the hot seat as principal owner George M. Steinbrenner III searched for the right man to lead the Yankees back to their exalted heights of the late 1970s. The Yankees won 103 games under Dick Howser in 1980, their highest win total since 1963, but for once could not get past the pesky Kansas City Royals.

After three frustrating American League Championship Series defeats in 1976, 1977 and 1978, the Royals took revenge on the Yankees with a playoff victory climaxed by Hall of Famer George Brett's three-run shot off reliever Goose Gossage. "That's my most memorable at-bat, the one I cherish," said Brett on a Hall of Fame weekend in Cooperstown. "I can never forget that moment." Few Yankee fans ever will, either. Brett had floated with the Ted Williams .400 mark that year, finishing at .390, and was at the peak of his brilliant career when he launched one of Gossage's heaters into the third deck.



Don Mattingly

After that, the Yankees front office thought the team was a player short and went after free agent Dave Winfield. He was a signed to a Yankees contract for the next 10 years. Howser was gone after the 1980 season, and Gene Michael and Bob Lemon brought the Yankees back in 1981 with Lemon leading the club into the World Series against the Los Angeles Dodgers after an unusual split season caused by a labor dispute.

From L: Dave Winfield, Willie Randolph, Don Mattingly, Rickey Henderson and Dave Righetti.

The Dodgers, who had made it to the Series on Rick Monday's dramatic ninth-inning home run in a 2-1 win over Montreal, topped the Yankees in six games.

The Bombers had a disappointing 1983 season with Billy Martin back at the helm but recorded one of the most dramatic victories in the team's history on July 4, 1983.

A tall, handsome lefthander by the name of Dave Righetti, 24 years old and in his third full season with the club, pitched a no-hitter against the rival Red Sox with a 4-0 victory, only the sixth regular-season no-hitter in team history and the first since Allie Reynolds turned the trick in 1951.

"I think I was just floating after the

The New York Times
SportsFriday
The New York Times
Kentucky Marches On, but Takes Some Dents
Marquette Topples Pitt As Wade Leads Way
Upset Is Averted, But Bogans Leaves Injured

For complete daily coverage of the Yankees, as well as insights and opinions from Murray Chass, Dave Anderson and the other Times sports columnists, **pick up a copy of The New York Times at a newsstand near you.**

expect the world®
The New York Times
nytimes.com

last out. The entire thing came as a blur to me. I only woke up after all my teammates began pounding me," Righetti recalled.

It would be only 20 days later, July 24, 1983, when one of the game's most memorable at-bats occurred at the Stadium. George Brett had unloaded again on Gossage for a two-run homer in the top of the ninth that supposedly put the Royals ahead 5-4. Manager Martin, as sharp with the rules of the game as he was with his hobby of Civil War knowledge, strolled from the dugout. He pointed out to the umpires that Brett's bat had pine tar on it far in excess of the 18 inches from the handle that was allowed. A short examination of the bat and an even shorter discussion followed. While sitting in the Kansas City dugout, Brett was ruled out. In one of the most terrifying scenes in baseball history, Brett charged to the plate with fire in his heart. Only the action of cooler heads prevented Brett from attacking the umpires and possibly damaging his career.

Kansas City appealed to the commissioner, and the home run was ruled good. The game was ordered to be resumed from that point on Aug. 18, 1983. Martin put pitcher Ron Guidry in centerfield and lefthanded throwing Don Mattingly at second base for the final out of the Kansas City ninth. Dan Quisenberry retired the Yankees in the bottom of the ninth for an eerie 5-4 win. "I'll never forget that one, either," said Brett. "At

JULY 24, 1983

YANKEES AND ROYALS PLAY THE INFAMOUS "PINE TAR" GAME

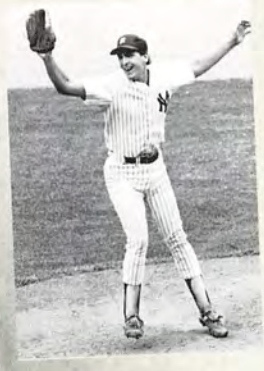
New York took a 4-3 lead into the top of the ninth. After the first two batters went down quietly, U.L. Washington hit a single and George Brett hit a dramatic home run off Gossage for an apparent 5-4 lead. But umpire Tim McClelland measured the bat and found that the pine tar extended beyond the 18-inch limit. He nullified the homer and declared the batter out. Brett became irate, the players poured out of their dugouts, but the game was over.

So the Yankees "won" 4-3, but the league upheld the Royals' protest. On Aug. 18, the game was recommenced from the point of the home run, before a crowd of 1,245 at Yankee Stadium. Kansas City's Hal McRae fanned and Dan Quisenberry retired the Yanks in order in the ninth. The 16-pitch "addendum" consumed 12 minutes and left the Yanks on the short end of a 5-4 score.

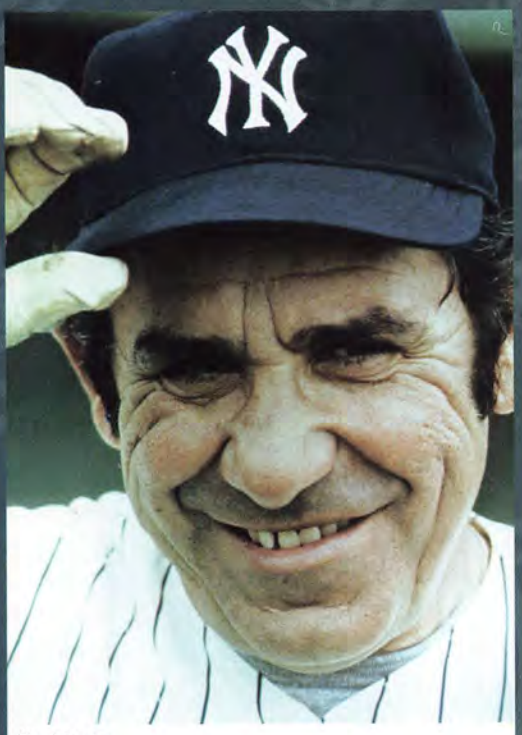
JULY 4, 1983

DAVE RIGHETTI THROWS FIRST YANKEES NO-HITTER SINCE 1951

Perhaps we should reiterate that Allie Reynolds had thrown two that year, and we're also skipping over Don Larsen's World Series gem because it didn't occur during the regular season. Still, the young lefthander's no-hitter against the Red Sox at Yankee Stadium was pretty special—not only in light of what had come before, but what would happen next. Before a crowd of about 40,000, Rags struck out nine, walked four, and seemed poised for greatness as a starting pitcher. From 1981, when he was the league's Rookie of the Year, through 1983 he appeared in 79 games for New York, 73 of them starts.

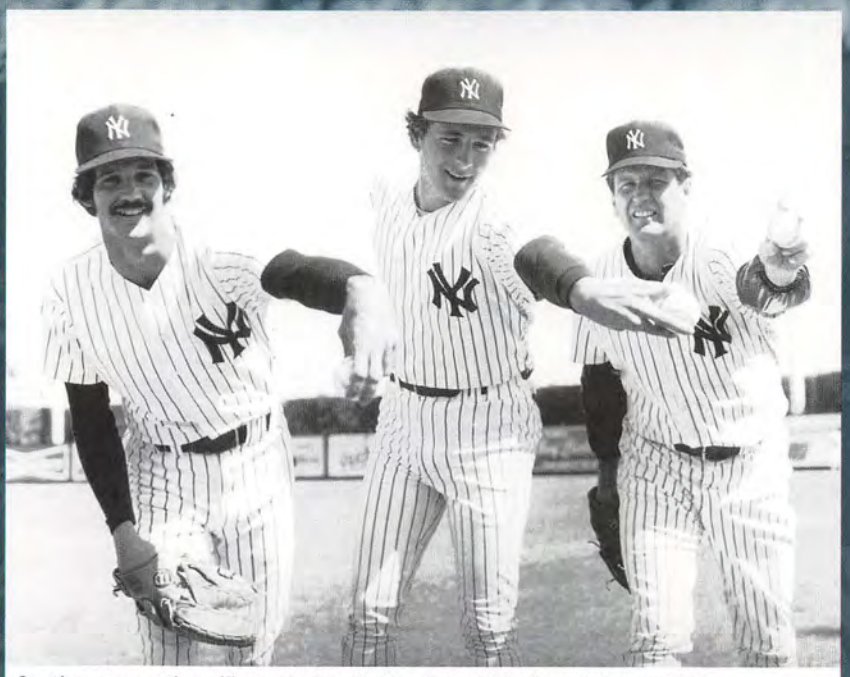


Yet in 1984, the Yanks had a surplus of starters and, with the loss of Goose Gossage, a shortage in the bullpen. For the good of the team, Rags became the closer and in 1986 and compiled a then-record 46 saves.



Yogi Berra

One of Dave Winfield's 465 career home runs.



Southpaw sensations (From L): Ron Guidry, Dave Righetti and Tommy John.

least it gets me on television every year when they show the play over and over."

The Yankees finished third in '83 and '84 and moved up to second place in '85. Clyde King, Martin and Yogi Berra, who took over the club in '84 and left shortly into the '85 season, could not get the Yankees back to the World Series. Guidry, Mattingly, Winfield, Righetti (now a relief pitcher) and Willie Randolph continued to excel but the depth was not there.

There was another moment of great trauma for Yankees fans on Dec. 14, 1985. Home run king Roger Maris died in a Houston hospital after a brave battle against cancer. "He was the least appreciated player of all time," Mickey Mantle once said. "Roger's performance in 1961 was something I will never forget."

Mantle hit 54 homers that year, and Maris broke the Babe's mark of 60 with home run number 61 on the final day of the 1961 season. Despite a strange ruling by Commissioner Ford Frick that the mark had to be broken in 154 games—the same schedule Ruth played in 1927 when he hit 60—the fans recognized the record. It would be 1998 before Mark McGwire would pass it with 70 homers, and 2001 before Barry Bonds set the new mark of 73.

Maris had left the Yankees after the 1966 season in a trade for Charlie Smith and stayed away from the Stadium for the next dozen years. He returned after a personal invitation by Yanks owner George Steinbrenner for the opening of the '78 season and

SEPT. 30, 1984

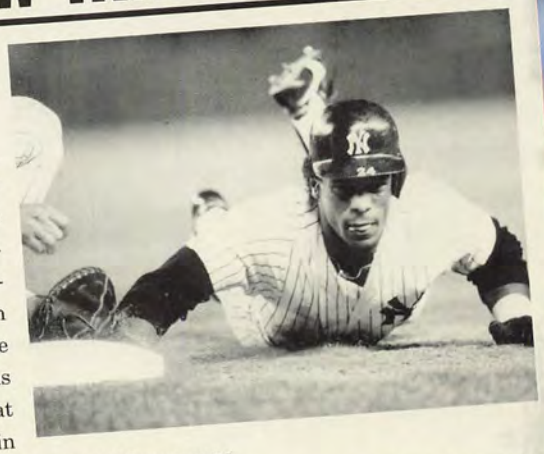
MATTINGLY EDGES WINFIELD FOR BATTING TITLE ON FINAL DAY

Don Mattingly was a phenom in 1984, taking over the first-base job after playing in only 91 games the year before as a rookie. He responded with 44 doubles, 23 homers and 207 base hits. Going into the final day of the season it was a tossup whether he or his teammate, the veteran Dave Winfield, would win the batting title. Winfield went 1-for-4 to finish at .340, by far his career best. Mattingly went 4-for-5 and captured the title with a .343 batting average.

Mattingly kept up the pace over the next few years, maintaining his average but adding to his power numbers. In 1985, he collected 211 hits and 145 RBI. But 1986 was perhaps his greatest year, with 238 hits, 53 doubles and a .352 average that just fell short of Wade Boggs' mark.

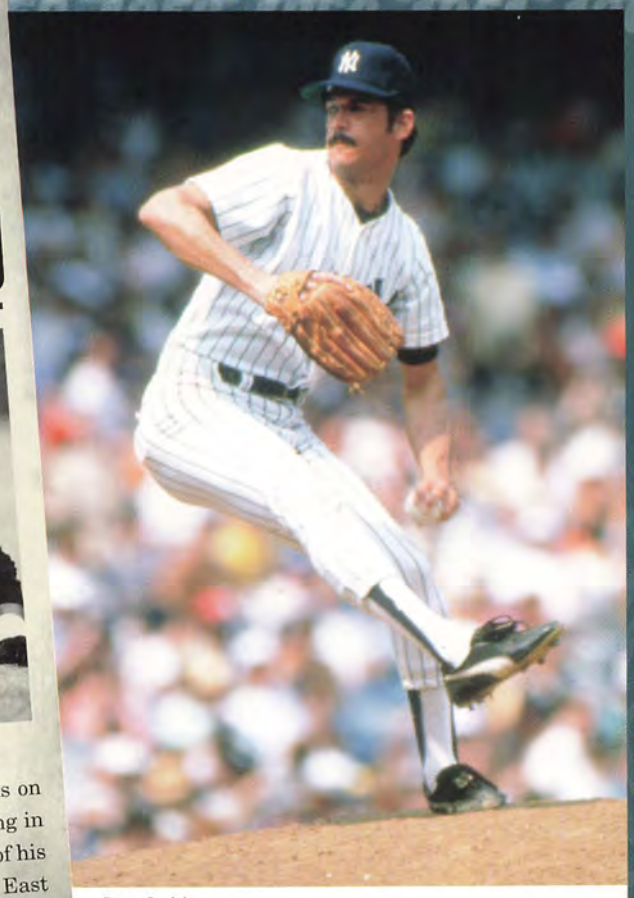
SEPT. 25, 1985

HENDERSON STEALS 75TH BASE TO SET NEW YANKEE RECORD

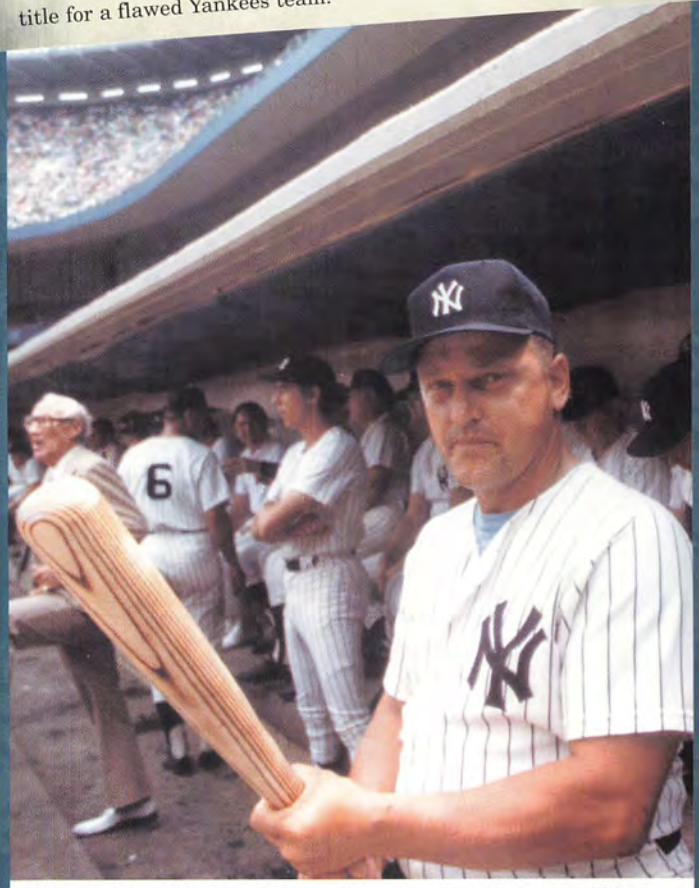


Twenty-six-year-old Rickey Henderson came to New York as a free agent in 1985 after unprecedented success as a base stealer in Oakland. He led the league in each of his five full seasons with the A's, highlighted by his 130-steal campaign in 1982 followed by 108 the next year. Rickey was becoming a uniquely great leadoff hitter, too, leading in walks both those years while hitting 52 home runs.

When he surpassed Fritz Maisel's Yankees mark of 74, set in 1914, he was on his way to a total of 80 and an amazing runs-scored total of 146 while playing in only 143 games. Henderson wasn't always appreciated in pinstripes because of his stylistic flourishes, but when he stole 93 bases in 1988, he nearly stole the AL East title for a flawed Yankees team.



Ron Guidry



Roger Maris' uniform No. 9 was retired at Yankee Stadium in 1984.

the raising with Mantle of the championship flag. Maris returned to the Stadium frequently after that and was a loyal member of the Yankees family until his final days. His No. 9 was retired in 1984 in one of the most emotional days in Yankees history.

The Yankees finished second in 1986 and slipped to fourth again in 1987 under skipper Lou Piniella.

The 1987 season was made memorable by the performance of Don Mattingly. The Evansville, Ind., native spent 14 seasons with the Yankees, compiled a lifetime .307 average, was a marvelous fielding first baseman, won a batting title in 1984 in a tough man-to-man race with teammate Dave Winfield and won league MVP honors in '85.

Mattingly was not a clubhouse lawyer or outspoken leader. He was a classic Yankee, in the mold of a Joe DiMaggio, a Tommy Henrich, a Bernie Williams, a Derek Jeter, letting his performance inspire his mates rather than his back-patting. He showed up for work each day like a guy carrying a lunch pail, eager to do his best without fanfare or flair, certain that at the end of the game he left nothing on the field.

Mattingly quickly became a fan favorite and his nickname of "Donnie Baseball" was a tribute to his dedication to the game and the team in the same category as "Teddy Ballgame," the famed Ted Williams of Boston Red Sox lore.

On July 18, 1987, Mattingly hit a home run off Texas

IT'S YOUR WATCH THAT TELLS MOST ABOUT WHO YOU ARE.

© 2003 Seiko Corporation of America

Sportura
KINETIC
CHRONOGRAPH

THE WORLD'S ONLY KINETIC CHRONOGRAPH.
POWERED BY THE MOVEMENT OF YOUR BODY.
NEVER NEEDS A BATTERY.

SEIKO

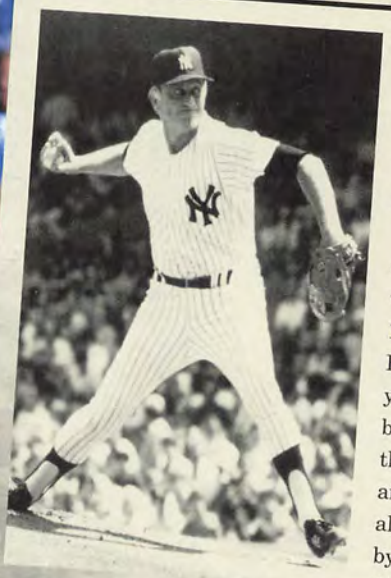
www.SeikoUSA.com

macy's

Dave Winfield

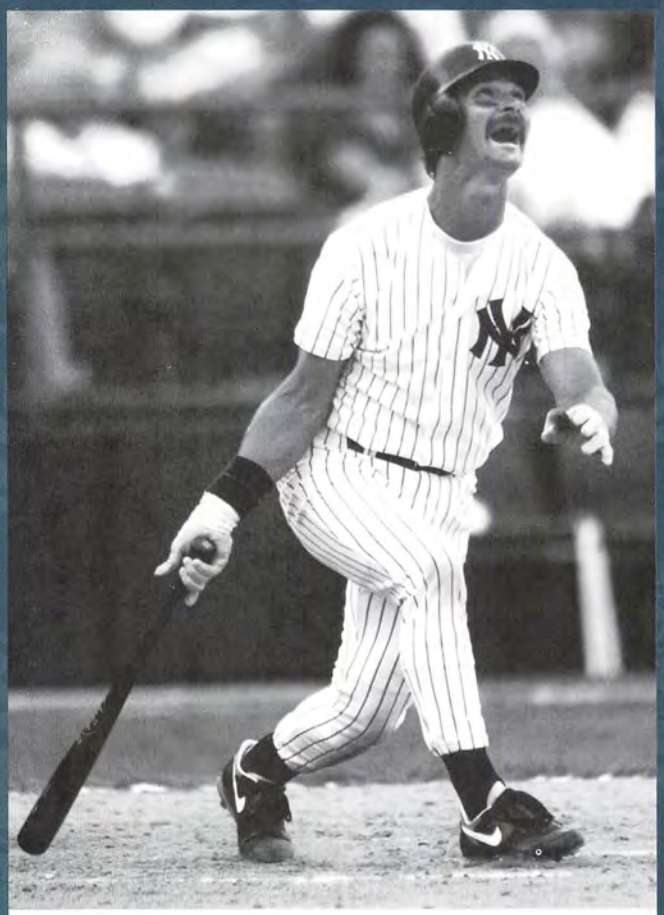
OCT. 6, 1985

AT AGE 46, PHIL NIEKRO WINS HIS 300TH GAME



With an 8-0 win over Toronto on the season's final day, he also became the game's oldest shutout pitcher. Amazingly, he didn't throw his trademark knuckler until the final two pitches of the game.

Released by the Braves at age 44 after the 1983 season, Phil Niekro was signed by the Yankees and won 16 in each of his two years in the Bronx. He tacked on two additional years with Cleveland and Toronto before finally calling it a career. In all, the ageless one gathered 121 wins after the age of 40, the most ever. He also won the most games in a season by anyone at these ages: 45 (16 wins), 46 (16), 47 (11) and 48 (7).



Don Mattingly

righthander Jose Guzman to tie the heralded mark of Dale Long for homering in eight consecutive games. He was unable to get one out of the park in his ninth game during the streak but made a lasting impression on baseball fans everywhere. One of his boosters was Long.

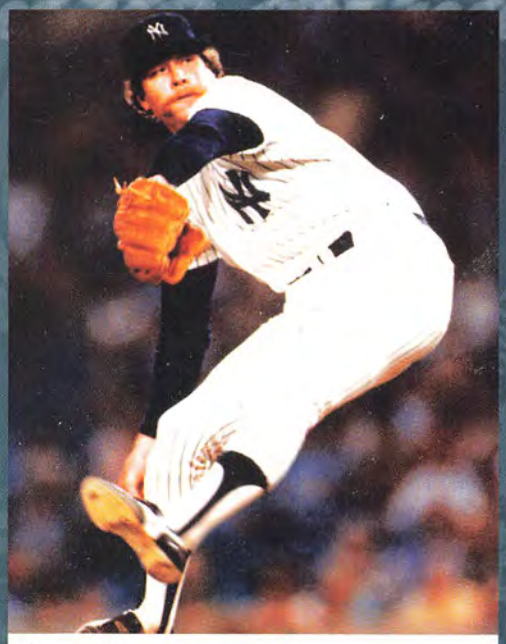
"I know how good a hitter this young man is," said Long. "I am glad that he accomplished this, and I am very proud to share the record with him. I am happy that he did it so that fans can even remember what I once did."

On Sept. 29, 1987, Mattingly faced the tough lefthander of the Boston Red Sox, Bruce Hurst. Hurst was fast and crafty, a guy who tied up many lefthanders in knots as he dropped that slider in on their hands. Mattingly had already hit five grand slams in 1987, the ultimate satisfaction for a hitter, a team player and a guy hunting down those RBI. Mattingly drove one of Hurst's fastballs into the lower deck of the Stadium, some 20 rows back, for his sixth grand slam of the season. No one, not Babe Ruth, not Lou Gehrig, not Joe DiMaggio, not Mickey Mantle, no one in pinstripes or in any other uniform, had ever hit six grand slams in one season.

"It was just an incredible groove that I was in," Mattingly recalled. "The ball looked so big to me. Everything the pitchers threw up to the plate that season seemed a perfect pitch for me to hit."

Mattingly's outstanding Yankees career had only one hole. He never made it to the World Series with the team. He got into the 1995 playoffs before his back gave out and he had to leave the game.

He has appeared frequently at spring training ever since and has indicat-

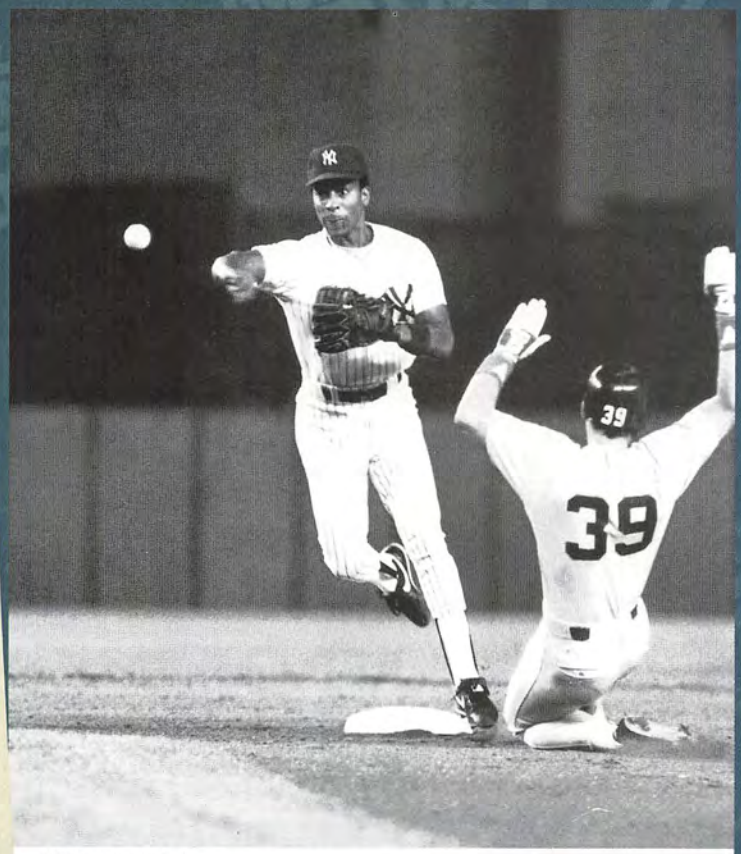


Goose Gossage

ed that when the time is right and his children are grown, he could find himself back in a Yankees uniform as a coach. No Yankees player deserves a World Series ring more.

Billy Martin's fifth and final tour with the team ended in 1988 as Lou Piniella took over the revolving manager's chair. Dallas Green would succeed Piniella as the next Yankee manager and Bucky Dent, the hero of the 1978 playoff game with his famed home run off former Yankee Mike Torrez, would next take over the team. The Yankees finished fourth in '87 and fifth in the next two seasons.

As the decade of the 1980s wound down, age was showing with some of the veterans like Randolph, Righetti and even Winfield as the team seemed locked in mediocrity. The farm system was also at a low ebb with few future players coming through the ranks to shore up the team. The Yankees had been hit by injuries as well, and in the final months of the decade many decisions about younger players had to be made if the Yankees were to improve. Gene Michael emerged as the Yankees executive who would turn the franchise around in the next few years.



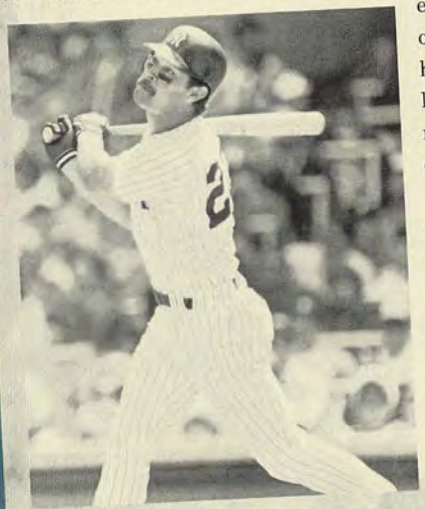
Willie Randolph

Billy Martin had managed the Yankees to the team's first pennant in a dozen years in 1976 and earned a World Series title in 1977. He had managed the team again in the 1980s and rumors persisted that he might be back again if the

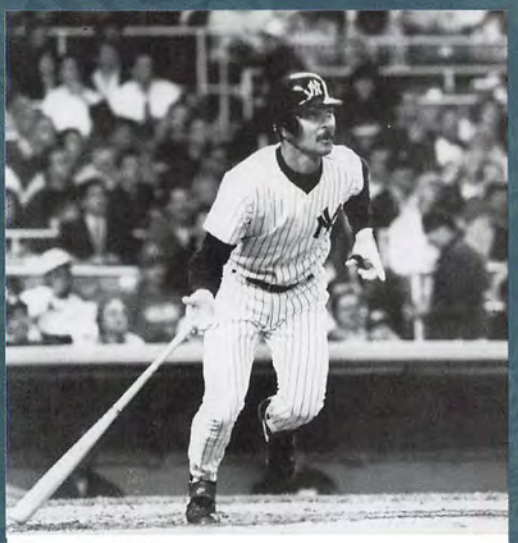
JULY 18, 1987

DON MATTINGLY HITS HOMER IN EIGHTH CONSECUTIVE GAME

Capping his streak with a dinger off Jose Guzman at Texas, Mattingly tied Dale Long's record set with Pittsburgh in 1956. But where Long (and, in 1993, Ken Griffey Jr.) hit a homer a day for eight days, Mattingly hit 10 over the span, with two homers off the Twins to launch the streak and two more in Texas on July 16, one of them a grand slam.



The slugging first sacker also set a record this year for grand slams, with six (the last one came on Sept. 29, off Boston's Bruce Hurst). Strangely, although Mattingly played 14 years, he never hit a grand slam before 1987 and he never hit one after.



Don Mattingly

organization reached out to him one more time in a managerial emergency. All of that speculation ended forever on a cold Christmas night in 1989 in upstate New York when Martin was killed in a car crash only yards from the entrance to his own home.

The famed uniform No. 1 of the Yankees, worn by Martin, dated back 40 years in the organization. Martin seemed always to be a Yankee even when he might be wearing the uniform of another team. He had pushed hard for his Yankees chance as a player and realized his dream when he first was named the club's manager in 1975.

His personality was flamboyant and his performances were sometimes spotty but no one could ever question his emotional tie to the team. If anyone ever wore pinstripes on his heart it was Alfred Manuel "Billy" Martin.

"When I go," Martin once told said in an emotional moment, "I want to go as a Yankee with the cap on my head and the NY on my heart."

Mantle, former President Richard Nixon and Steinbrenner sat in the front row of St. Patrick's Cathedral as John Cardinal O'Connor memorialized Billy Martin.

"No one had ever loved being a Yankee more," Mantle said after the ceremony as the press gathered around him on the steps of the famed Cathedral.

The 1980s could not be described as the most joyous of times for Yankee fans. It began with the frustrations of 1980 and 1981, staggered through the middle years and ended in the 1989 disappointments and defeats.

Still, there were remarkable performances by Mattingly, Righetti, Winfield and occasionally Rickey Henderson, Tommy John and Ron Guidry. There were constant changes in the managerial chair and constant newcomers trying their luck as Yankees through free agent avenues.

There were, of course, the legends and traditions of the team that stayed alive despite difficult seasons and destructive decisions. Old-Timers' Day at Yankee Stadium each year remained an emotional link to the glory of the past, the connections with the team history and the reminders of the past.

From L: DiMaggio, Mantle, Maris, Berra, Ford and Rizzuto wore their numbers with pride at Old-Timers' Day 1983.

No team in the game could fill their field one afternoon each summer with so many World Series heroes, so many Hall of Famers, so many thrilling reminders of the magnificence of this franchise.

If the 1980s could not be measured against the success of the 1950s, '60s and '70s, it could serve a more significant purpose.

Yankees fans would be so anxious to appreciate and so joyous to experience the wonders and accomplishments of the 1990s. Their patience through the 1980s would soon be rewarded.

Educating Tomorrow's Professionals –

NEW JERSEY INSTITUTE OF TECHNOLOGY

Undergraduate & Graduate,
Full- & Part-time Study

ENGINEERING

ARCHITECTURE

SCIENCE AND LIBERAL ARTS

MANAGEMENT

HONORS COLLEGE

COMPUTING SCIENCES

CONTINUING EDUCATION

DISTANCE LEARNING

NJIT

New Jersey Institute of Technology
A Public Research University

UNIVERSITY HEIGHTS
NEWARK, NJ 07102-1982

For further information, visit
ad.njit.edu/?id=yankees

An Affirmative Action/Equal Opportunity Institution

The 1990s: Return to Glory

By Bob Klapisch

Rebuilding efforts in the early decade led to unbridled success in the latter half

The sounds of celebration thundered all the way into the bowels of Seattle's Kingdome, into the visitors' clubhouse, literally in the Yankees' faces and certainly in their eardrums. Buck Showalter was in his office, but having forgotten to close the door, allowed passersby to see the definition of heartbreak; the manager's head was resting on the desk, his shoulders convulsing gently. Showalter was crying.

This was October 1995, and the Yankees had just lost an historic five-game Division Series to the Mariners. The wound was especially deep, since the Yankees had taken a 2-0 Series lead, only to find themselves powerless to stop Lou Piniella's team in the final three games.

After Game 5—a dramatic, 6-5 loss in 11 innings—George Steinbrenner promised, "there's going to be changes here." He wasn't kidding. By the start of the 1996 season, Don Mattingly had retired and the Yankees would have a new general manager, Bob Watson, a new manager, Joe Torre, and a rookie shortstop named Derek Jeter.

Paul O'Neill

So began the Bronx' modern-day dynasty, which led to three world championships in the next four years. But the Yankees' renaissance in the '90s actually occurred in two phases, and their playoff appearance in 1995, ending a 14-year postseason drought, was the dividend of Showalter's and then-GM Gene Michael's choreography.

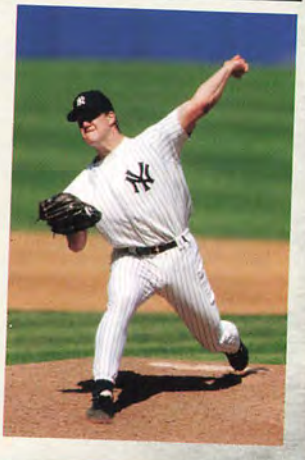
Michael replaced Pete Peterson on Aug. 20, 1990, deciding it was time to rebuild the Yankees from within, through the draft and by cultivating the franchise's best prospects. The players that Michael traded for, he vowed, would have to cope with New York's pressures: the tabloids, the talk-radio, and the fans, not to mention the enormous Yankees legacy itself.

SEPT. 4, 1993

JIM ABBOTT NO-HITS INDIANS

At the University of Michigan, Abbott had won the Sullivan Award as the nation's top amateur athlete of 1987. The next year, he led the U.S. Olympic team to a Gold Medal in Seoul. Joining the California Angels in 1989, he won 12 games a rookie and in 1991 he won 18. Born without a right hand, he had had to win over the skeptics every step along the way. Abbott's remaining eight years in the big leagues—two of them in pinstripes—were up and down, but on this fine fall day at Yankee Stadium all his hard work was rewarded.

In all the years since southpaw George Mogridge threw the first Yankees no-hitter in 1917, only three other lefties have managed the trick—Dave Righetti, David Wells and Jim Abbott. Strangely, each won by the score of 4-0.



Delivering the BIG HIT

Available at Your Neighborhood Markets

C TOWN SuperMarkets for Savings

BRAVO SuperMarkets for Values

AIM Association of Independent Merchants

Stop 1 FOOD MART

SHOP SMART FOOD MART

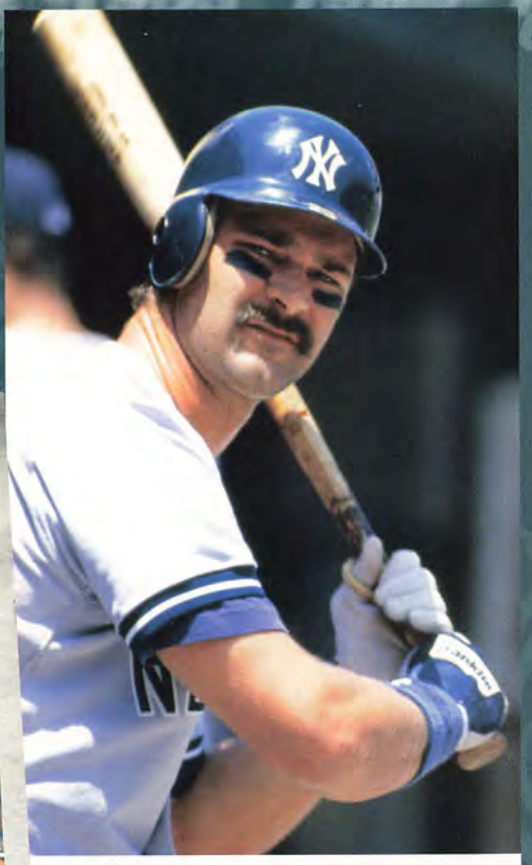
SiG Supermarket Independent Group

ConAgra Foods

Krasdale

Paul O'Neill

Bernie Williams



Don Mattingly

OCT. 3, 1995

MATTINGLY PLAYS IN HIS FIRST-EVER POSTSEASON GAME

After 14 splendid years in pinstripes, it appeared that Don Mattingly's worsening back condition might compel him to quit before the team could return to postseason play. The man who had routinely hit 30 homers in the mid-1980s had seen his homer output reduced to six in 1994 and seven in 1995. But when the Yankees made it into the Divisional Series as the wild card and opened the five-game set at home on this day, the crowd greeted Mattingly's "debut" with all the warmth they might have brought to a farewell.

New York defeated Seattle in Game 1, 9-6, and took Game 2, 7-5 in 12 innings on a Jim Leyritz homer; Mattingly had homered earlier. He went on to have a great series, hitting .417 (10-for-24), with four doubles, a homer and five runs scored. But the M's rallied to take the final three games, and Mattingly would never play ball again.

"It became obvious that only certain kinds of players could do well here," Michael said. "There was a difference between being a great player and being a great Yankee and I wanted someone who understood that. That's what I was looking for."

In the next three years, Michael added talent to the roster, but more importantly, filled the clubhouse with tough, mature men. He signed Jimmy Key as a free agent after the 1992 World Series, and acquired both Mike Stanley and Paul O'Neill. Suddenly, the Yankees acquired a new personality; once explosive both on and off the field, the '90s Yankees became the model of professionalism, focused and machine-like as they began their ascent up the American League's ladder of success.

The Bombers won 88 games in 1993, finishing in second place, ending a streak of four consecutive sub-.500 seasons. By 1994, the Yankees had the American League's best record, 70-43, when the season ended prematurely due to labor problems. To this day, team executives believe the Yankees would've won the World Series that year, but if nothing else, 1994 saw the rapid development of several key prospects.

A shy, young outfielder named Bernie Williams was on the verge of becoming an everyday star. So was Mariano Rivera, who, the following year, would unveil his 96-mph fastball. And Andy Pettitte had developed so rapidly, he surpassed Sterling Hitchcock as the club's premier lefty prospect, convincing the Yankees to deal Hitchcock to the Mariners after the 1995 season.

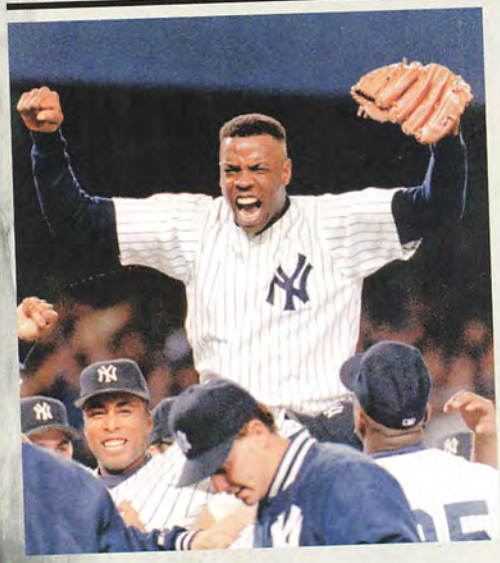
In retrospect, '95 truly was the breakthrough summer: Williams batted .307 and O'Neill hit .300. As a team, the Yankees had learned patience at the plate, as they led the AL in walks for the second consecutive year, the first time that'd happened since the 1938–39 seasons. Even more significantly, the clubhouse transformation was complete.

The days of in-house fighting—Reggie Jackson vs. Billy Martin, Jackson vs. Thurman Munson—were history. Mattingly, Stanley and Key were billboards of the mid-1990s Yankees: as low-key and non-confrontational as Jackson and Goose Gossage and Lou Piniella were charismatic.

This core had all the weapons necessary to slay the AL East and finally envelop the league in its growing tentacles. The Yankees had won 25 of their final 31 games of '95 to qualify for

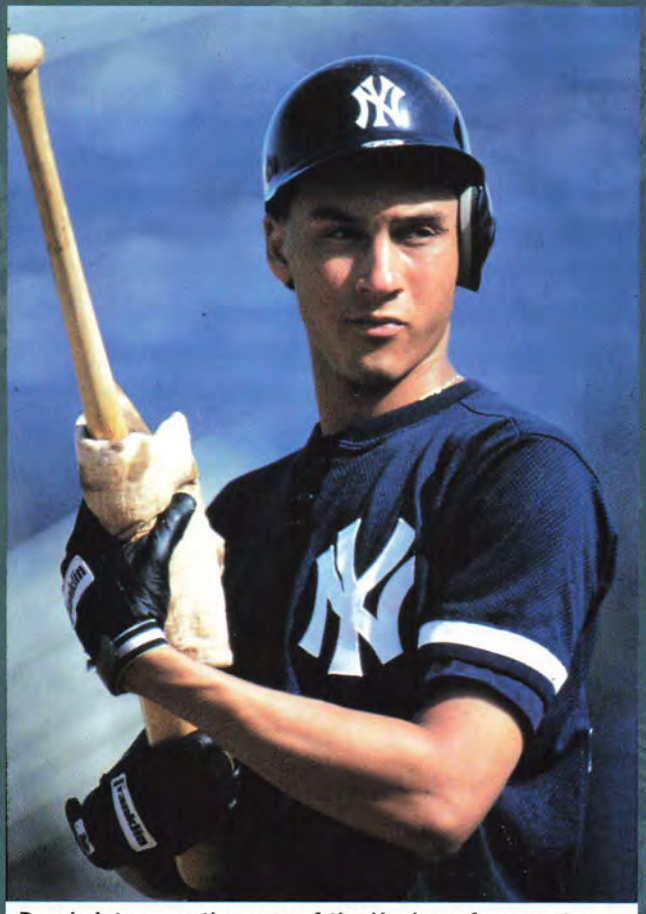
MAY 14, 1996

DWIGHT GOODEN HURLS A NO-HITTER AGAINST THE MARINERS



It was not a dominating performance, this 2-0 win over the team that had broken Yankees fans hearts the year before. Walking six while fanning five, he skirted calamity throughout the game. The Doc Gooden of a decade earlier might have fanned a dozen or so. But that pitcher, the one who at the age of 20 went 24-4 with a 1.53 ERA, was no longer in the house.

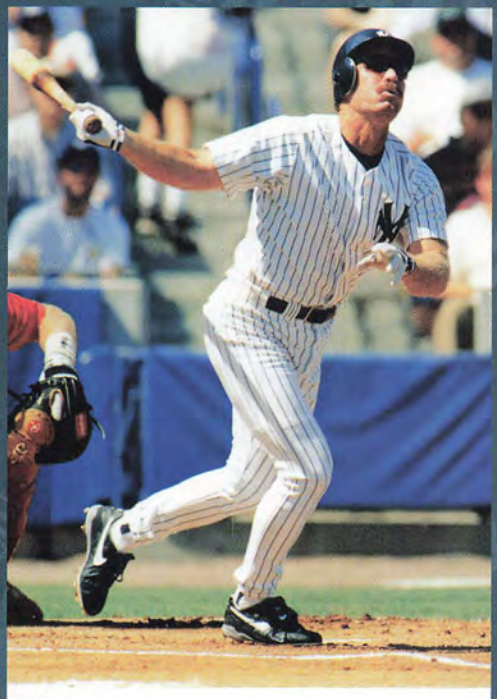
This Gooden landed with the Yankees after injury and substance-abuse issues had shortened his 1994 campaign and suspended him for all of 1995. Coming into this game his record was 1-3 and his spot in the rotation was in jeopardy. No longer did he have the rising fastball and the drop-dead curve; now he relied upon guile. And on this evening at Yankee Stadium Doc Gooden reached into his past and summoned up one last masterpiece.



Derek Jeter was the core of the Yankees farm system.

the wildcard and then beat the Mariners in the first two games of the Division Series in front of the two largest crowds in the history of the new Stadium.

The Yankees were just nine innings away from the AL Championship Series, but the Mariners took Games 3 and 4, reducing matters to a one-game war. David Cone, who'd been acquired in July, struck out nine through seven innings and carried a 4-2 lead into the eighth.



Wade Boggs

But the Yankees soon melted, as Junior Griffey homered to cut the lead to one run, and not long after, Cone walked Doug Strange with the bases loaded to tie the game. In the 11th, Edgar Martinez doubled off Jack McDowell, scoring Griffey all the way from first base as the Yankees' season ended as resoundingly as a punch in the face.

OCT. 9, 1996

"ANGEL IN THE OUTFIELD" HELPS YANKS BEAT ORIOLES IN ALCS

In Game 1 at New York, the home team trailed Baltimore, 4-3, going into the bottom of the eighth inning. Rookie star Derek Jeter lifted a fly ball to right to open the frame. Outfielder Tony Tarasco raised his glove in expectation that the ball would drop into it. But the hand of fate, in the form of a 12-year-old fan named Jeffrey Maier, reached over the wall and deflected the ball from its course. Umpire Rich Garcia ruled it a home run and the Yankees went on to win the game in the 11th inning on an uncontroversial Bernie Williams home run.

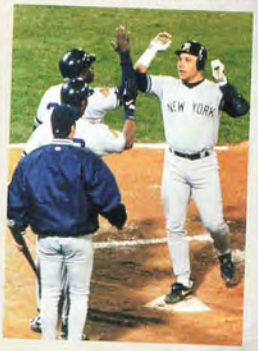
The Orioles were understandably furious but their formal protest of the game failed. The Yanks went on to defeat them in five games. Under new manager Joe Torre, the Bronx Bombers were back in the World Series for the first time in 15 years.

Andy Pettitte after 1996 Series win.

OCT. 23, 1996

JIM LEYRITZ HOMER TIES SERIES GAME 4 AFTER YANKS TRAILED 6-0

The outlook wasn't brilliant for the Yankees nine that evening in Atlanta. Trailing in the World Series two-games-to-one, they found themselves down six runs in midgame. As the Yankee bullpen held the fort, they chipped away at the lead with three runs in the sixth. Then, with one out in the top of the eighth, reserve catcher Jim Leyritz hit a momentous three-run homer off Mark Wohlers. The Yankees went on to win the game in the 10th on and the Series in six games, sweeping the final four.



Clutch home runs in a part-time role was Leyritz's specialty, as it had once been that of Johnny Mize. Of Leyritz's 13 postseason hits, eight were homers.

Jim Leyritz's homer in the 1996 Series was as dramatic as they come.

That ushered the Yankees into the second phase of their rebirth, beginning with changes at the very top. Watson replaced Michael in the general manager's office, and Torre, who'd managed the Mets, Braves and Cardinals, was hired as Showalter's successor. It was a bold move on the part of the front office, bringing in a native New Yorker who had struggled for success. Torre arrived in the Bronx with 1,000 losses as a manager and a career record 109 games under .500. In all his years in the dugout, Torre's team had made it to the postseason just once, in 1982 in Atlanta.

Yet, there was an unmistakable aura of confidence and competence about Torre that immediately rubbed off on his players. As David Cone said that year, "there's just something about Joe that makes you trust him, and that also lets you know he's in charge."

The Torre-experiment proved to be an overwhelming success, as the Yankees won the AL pennant in his very first season. It didn't hurt matters that John Wetteland led the league with 43 saves or that Wade Boggs hit .311—the fourth straight year he'd topped .300 since joining the Yankees—or that Derek Jeter was voted the AL's Rookie of the Year after batting .314. Overall, the Bombers won 92 games in the regular season, their highest win-

all style

all weather

all digital

all Stylus®

Stylus® DIGITAL

America's most popular camera series is now digital. Introducing Stylus Digital. Ultra-compact, ultra-stylish and packed with our most advanced digital technologies. **Nothing's impossible.**

OLYMPUS®

www.olympusamerica.com

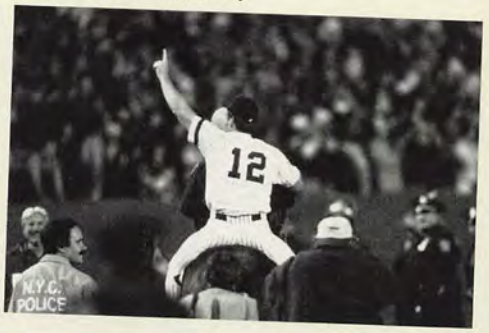
©2003 Olympus America Inc. Olympus is a registered trademark of Olympus Optical Co. Ltd.

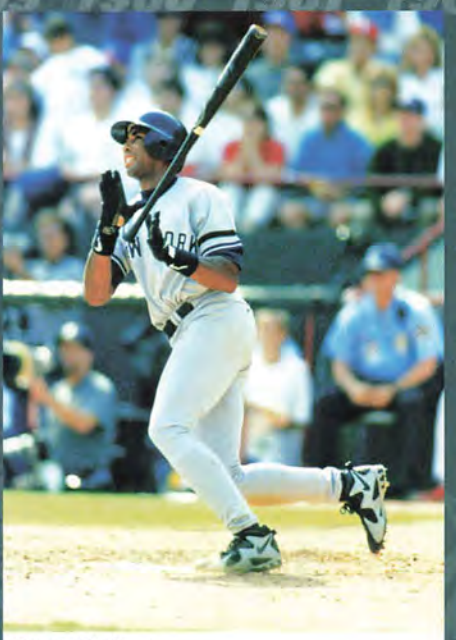
OCT. 26, 1996

WADE BOGGS CELEBRATES WORLD SERIES WITH VICTORY LAP ON HORSEBACK

A great player with Boston (1982–92), Boggs had won five batting titles in six years between 1983 and '88. But in the midst of that run had come his biggest disappointment—one strike away from winning the 1986 Series in six games, the Red Sox allowed the game and ultimately the championship to slip away.

Boggs came to New York in 1993 and topped .300 in his first four seasons. But entering 1996 in his 15th year and with the end in sight, Boggs desperately wanted to go out a winner. When the Yanks clinched the Series with a victory in Game 6 at home, he circled the field on horseback, celebrating not only the team's victory but the highpoint of his career.





Bernie Williams

total in a decade, and defeated the Rangers and Orioles in the Division and Championship Series to make it to the World Series for the first time since 1981.

Even though the Yankees were now the AL's best team, however, they were still underdogs to Atlanta in the Fall Classic. Thanks to their powerful starting rotation, which included Greg Maddux, Tom Glavine and John Smoltz, the Braves were in the middle of a long run of dominance over the National League, having won their division every year since 1991. Indeed, the Braves took a quick 2-0 lead in the World Series against the Yankees and might've been on their way to crushing the Bombers altogether had it not been for a stunning turnaround in Game 4.

That's when Jim Leyritz blasted a three-run home run off Mark Wohlers, helping the Yankees recover from a 6-0 deficit after five innings. Leyritz's eighth-inning homer tied the game at 6-6, and allowed the Bombers to win it, 8-6, in 10 innings. Afterwards, Leyritz admitted he was having trouble catching up to Wohlers' 100-mph fastball and it was either a kind fate or just dumb luck that compelled the Braves' reliever to throw him a slider.

Thanks to the momentum generated by their Game 4 victory, Andy Pettitte out-pitched Smoltz, 1-0, in Game 5 and the Yankees' defining moment came in Game 6 against Maddux. Actually, the Bombers were in control of the moment even before the first pitch. That much was obvious when Braves manager Bobby Cox chose to keep his team at their midtown Manhattan hotel until an hour before game-time.

MAY 17, 1998

DAVID WELLS HURLS YANKS' SECOND PERFECT GAME

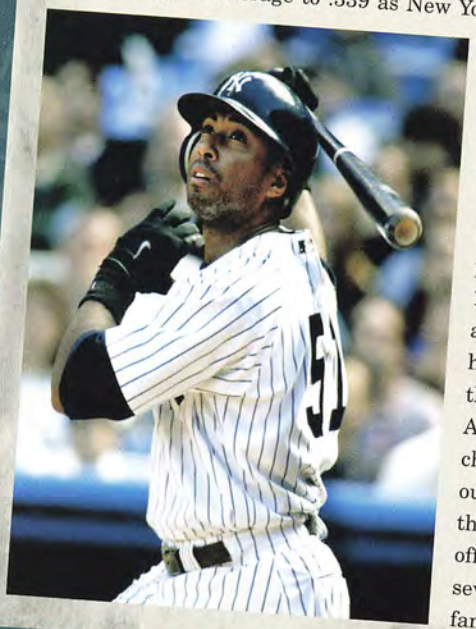
The crowd swelled for a surprise gift promotion on "Beanie Baby Day," but Boomer Wells proved to be the bonus as he ran the table against Minnesota, 27 up, 27 down. Strangely, Wells had attended the same high school (Point Loma High) in San Diego as Don Larsen, the only other Pinstriper to hurl a perfect game to that point. An accomplished leftander in his 12th year in the majors, Wells was on his way to his greatest year while leading the Yankees to perhaps their greatest year—114 regular season wins plus 11 more in the postseason. He finished the season 18-4, leading the league in winning percentage and opponents' on-base average.

When the chance came during the offseason to pick up all-time great Roger Clemens, the fan favorite Wells was dispatched to Toronto, but he was brought back in 2002 and won 19 games.

SEPT. 27, 1998

BERNIE WILLIAMS WINS BATTING TITLE ON FINAL DAY

It could have gone either way on this final day of the season—a batting title for Bernie or for Boston's Mo Vaughn. The Yankees centerfielder went 2-for-2, lifting his average to .339 as New York won its record 114th game of the season. The Red Sox first baseman also had two hits, including a homer, but his 2-for-4 lifted his average only a point, to .337.



After five years with the Yankees, Williams had begun producing power numbers in 1996 to go with his high average and steady outfield play. He hit 29 homers and drove in 102 that year, and was MVP of the ALCS. As the league's batting champion and a Gold Glove outfielder, he was a key part of the championship run. In the offseason, he re-enlisted for a seven-year term and Yankees fans breathed easier.

Cox didn't want the Braves to be overexposed to the Stadium's raw energy. The Bombers were only a win away from a world championship, and the ballpark was like an open-air asylum, even during batting practice. Indeed, when the Yankees scored three runs in the third inning, Paul O'Neill said, "the place was so loud, I swear I could feel the ground shaking."

Key, Rivera and Wetteland combined to scatter eight hits, and when the 3-2 victory's final out—a pop-up behind third base that landed in Charlie Hayes' glove—became a reality, the Yankees were officially owners of the baseball universe.

While Boggs rode a victory lap around the Stadium on the back of a New York City police horse, Joe Torre literally wept in front of an entire nation, having spent most of the summer of '96 waiting for his brother Frank to have a heart transplant. Only a day before Game 6, Frank Torre underwent successful surgery, which explained the purple crescents under Joe's eyes—not to mention the tears that flowed from them.

Even though the Bombers failed to make it back to the World Series in 1997—upset by the Indians in the Division Series—there was no mistaking the Yankees' trend-line. Rivera, replaced the departed Wetteland as the closer and quickly became the most potent late-inning asset in club history. A sign of the Yankees' growing strength came in May of 1998, when David Wells threw the only regular-season perfect game in club history, defeating the Twins, 4-0.

There were other signs of a replenished empire: Brian Cashman replaced Watson as GM, and it was the rookie executive who completed a trade for Chuck Knoblauch and added Hideki Irabu and Orlando Hernandez to the starting rota-

New York celebrated the Yanks championship in 1996.

Mariano Rivera after the 1998 Series.

OCT. 21, 1998

YANKS WIN 125TH GAME BY SWEEPING PADRES IN WORLD SERIES

With so many heroes in what may have been the greatest year any baseball team has ever had, where does one begin? With Scott Brosius, who batted .300 and batted in 98 runs in the ninth spot in the batting order and then won the Series MVP? With Mariano Rivera, who was unscored upon in postseason play? Derek Jeter? Bernie Williams? David Wells? Truly, the team's unprecedented success was a team accomplishment and no one man could take the credit.

Except maybe Joe Torre. More than anyone—although his coaches played vital roles—Torre created the indomitable spirit and work ethic that translated into 125 wins against only 50 losses (114-48 in the regular season, 11-2 in the postseason). When his teams won the World Series in 1999 and 2000, too, he joined Joe McCarthy and Casey Stengel as Yankees managers who had won three or more consecutive championships.

Series MVP Scott Brosius.

Mariano Rivera was at center of win.

Players shower skipper Joe Torre.

tion. Even though the Bombers actually lost three of their first four games in 1998, any and all doubt of their superiority was quickly eradicated: the Yankees won 36 of their next 43 games, and clinched the division in early September.

Talk about October momentum! The Yankees won 114 regular-season games, shattering the previous AL record of 111, set by the 1954 Indians. Still, the Bombers faced a crossroads in the ALCS against the Indians, as they were down 2-1 going into Game 4. The Yankees turned their semi-desperate gaze towards El Duque, the Cuban refugee who'd been in the U.S. for just seven months but had already forged a reputation for late-inning toughness.

Even before he took the mound that evening, Hernandez seemed relaxed to the point of oblivion. Torre recalled seeing his pitcher having lunch with friends, actually leaving his table and working in the kitchen to prepare and serve food to his entourage.

"When I saw that, I knew Duque was going to be fine," Torre said. "Anyone who can pretend he's a waiter when he's about to pitch the biggest game of the year doesn't understand pressure."

Hernandez was indeed so composed, he shut out the Tribe, 4-0, out-pitching former-Yankee Dwight Gooden. The rest was a clear, unfettered path to a championship. The Bombers blew past the Indians into the World Series, where, led by Series MVP Scott Brosius, they effortlessly swept the Padres in four games. By the time the Yankees had finished squeezing the life out of every opponent, they'd won a total of 125 games, which is why Torre heard no argument when he said, "there's never going to be another year like this—for me, or any of us."

He was right, of course. The Yankees won a mere 98 games in 1999, and even though they captured another World Series that year, too, sweeping the Braves. However, there were glimpses of mortality everywhere. In March, Torre announced he'd been diagnosed with prostate cancer. Brosius was forced to cope with his father's lingering illness that summer, as did Paul O'Neill.

Don Mattingly's uniform No. 23 was retired in 1999.

Catch the Fresh Roasted Taste of Blue Diamond Almonds

The Baseball Nut's, Nut

CALIFORNIA
BLUE DIAMOND
ALMONDS

Have You Had Your Can A Week?

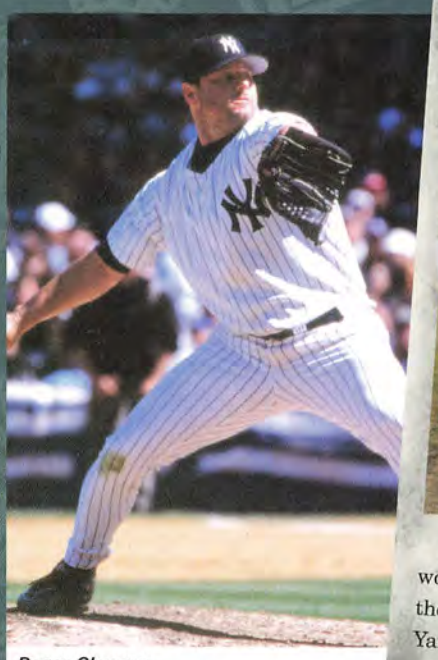
And just before the start of the World Series, Luis Sojo's father passed away.

On the field, there was no denting the Yankees' shield, as Roger Clemens—who'd been acquired for David Wells in a deal with the Blue Jays—won 14 games. Most significantly, Clemens was on the mound when the Yankees clinched the Division Series against Texas, and allowed just one run in 7⅔ innings in Game 4 of the World Series against Atlanta, his first Series victory after 247 career wins.

The Yankee roster was, to the outside world, a dynasty—faceless and without compassion. Or was it? It was Torre who gave these Bombers a new identity, making them human to even the most avid Yankee-haters. In was in Fenway Park, of all places, that Torre's legacy will best be remembered.

In his first appearance in Boston after disclosing his battle with cancer in 1999, Torre walked to home plate with the lineup cards, about to work a miracle. Red Sox fans had spent a lifetime rooting for the Bombers' demise, but in this one moment of respect, the impossible was now a reality.

Torre received a standing ovation.



Roger Clemens

JULY 18, 1999

DAVID CONE THROWS PERFECT GAME ON "YOGI BERRA DAY"

Coney had enjoyed a long run of success, with the Mets (20-3 in 1988), the Royals (Cy Young Award in 1994) and the Yankees (a league-leading 20 wins in 1998). And his bulldog character was legendary—after missing the first half of the season recuperating from an aneurysm in 1996, he pitched seven innings of no-hit ball in his first start. But the greatest day of his career lay ahead.

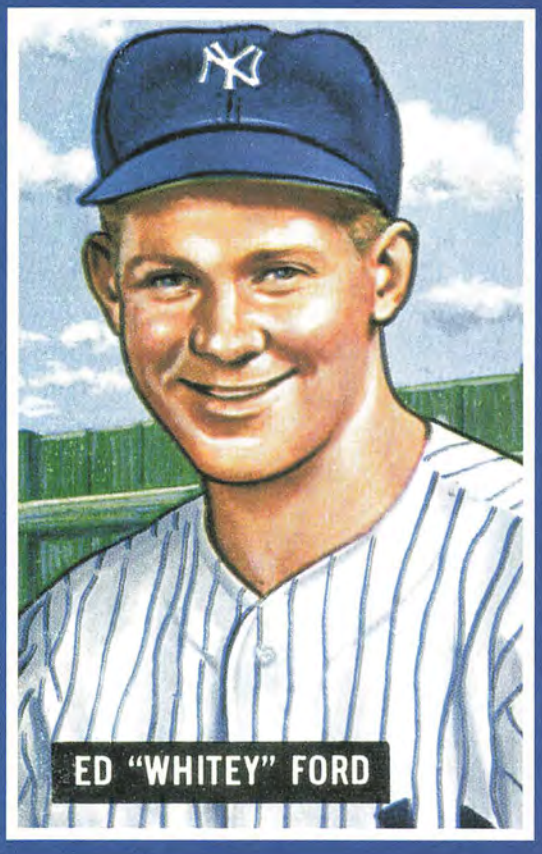
On "Yogi Berra Day" at Yankee Stadium, Cone cruised through the Expo lineup inning after inning, fanning 10 along the way. More unusually (after all, Cone had once fanned 19 in a game), he gave up neither a walk nor a hit, so for the second time in two years Yankee Stadium was host to a perfect game. Don Larsen, so memorable a figure in Yogi's career, threw out the ceremonial first pitch, then sat back to watch history repeat itself.

OCT. 27, 1999

YANKEES CAPTURE 25TH WORLD CHAMPIONSHIP, SWEEPING BRAVES

Roger Clemens closed out baseball in the 20th century with a 4-1 win over Atlanta, Jim Leyritz hit a homer, and the Yankees won their 12th straight World Series game, tying the record of the 1927, 1928 and 1932 Yankees. (They would extend the record to 13 in 2000.) Additionally, this year the Yanks only lost one game in the previous two rounds of postseason play, going 7-1 against the Rangers and Red Sox. Even the "greatest team ever," the Yankees of 1998, had lost two games in October.

In the 1999 Series opener, Orlando Hernandez allowed only one hit in his seven innings of work; incredibly, in Game 2, David Cone did the same. Atlanta had won the first two games of the World Series in 1996, at Yankee Stadium, and then they dropped the next eight. These Yankees were a steamroller, dominating in the 30-team era as they rarely had when the league comprised only 16 teams.



The Art of the Game

The Metropolitan Museum of Art
is home to a legendary collection of baseball cards,
including celebrated Yankees players' cards,
on view in our American Wing galleries.

Bring your family to enjoy these treasures
and discover a world of art.

THE METROPOLITAN MUSEUM OF ART

Friday and Saturday 9:30 a.m. – 9 p.m. • Sunday, Tuesday – Thursday 9:30 a.m. – 5:30 p.m. • Closed Monday
Fifth Avenue at 82nd Street, New York • 212-535-7710 • For an online preview visit www.metmuseum.org

Broadcast Sponsor of The Metropolitan Museum of Art CBS 2

Ed "Whitey" Ford baseball card, Bowman Gum Company Issue, 1951,
The Metropolitan Museum of Art, The Jefferson R. Burdick Collection, Gift of Jefferson R. Burdick.

Come celebrate at Tito Puente's on City Island

**Delicious traditional Caribbean Seafood with a Latin twist,
LIVE Music every weekend and fabulous Frozen drinks!**

*Tito Puente's just a short 15-minute ride
North on I-95, exit at 8-B - City Island.*

Latin Jazz Brunch all summer long!

Tito Puente's

*64 City Island Avenue
Bronx, New York 10464*

718-885-3200

Valet Parking

www.titopuentes.com

The 2000s: Millennium Men

By Alan Schwarz

As time marches on, so do the ever-exciting Yankees

Viewing history, someone once theorized, is like sitting on the back of a train watching the trees whiz past—the farther away they get, the clearer they look. We can look back today to place the Yankees' 10 decades in their proper historical context: A 1920s that blossomed quickly with Babe Ruth and then Lou Gehrig; a '50s that saw the arrival of Mickey Mantle and six more World Series titles; an '80s that witnessed just one early pennant and a gradual deterioration.

But to predict what this decade of the '00s will bring, after just three seasons, truly is like squinting at trees blazing by. The 1960s started out wonderfully but wound up a mess, while the 1970s inherited that mess and ascended to two World Series championships. Even the 1990s started out with Oscar Azocar in right field and ended with Paul O'Neill out there wearing several glittering rings. Three years is not a lot to go on.

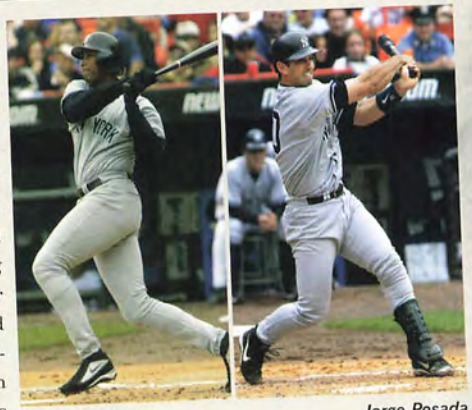
But what a three years the 2000s have already seen. A Subway Series in 2000 that saw the Mets stuffed back to Flushing like a jack-in-the-box. A down-to-the-wire 2001 World Series against the Arizona Diamondbacks that became an instant classic, heartbreaking loss or not. A 2002 season that, despite a first-round playoff exit against the eventual-champion Anaheim Angels, included the Yankees' fifth straight division title and seventh straight postseason appearance, a run of consistency no New York team has ever accomplished.

The Yankees have so far spent this decade maintaining their success more than building it. The amazing late-1990s Yankees teams grew from a strong core of stars generated through the farm system: Bernie Williams in center, Derek Jeter at short, Jorge Posada behind the plate, Andy Pettitte and Mariano Rivera on the mound. It was the player-development decade. The current decade has been more about maintaining that core while signing superstar free agents around it, from Mike Mussina (2001) to Jason Giambi (2002) to this offseason's international prizes of Hideki Matsui and Jose Contreras.

APRIL 23, 2000

BERNIE WILLIAMS AND JORGE POSADA EACH HIT SWITCH-HIT HOMERS

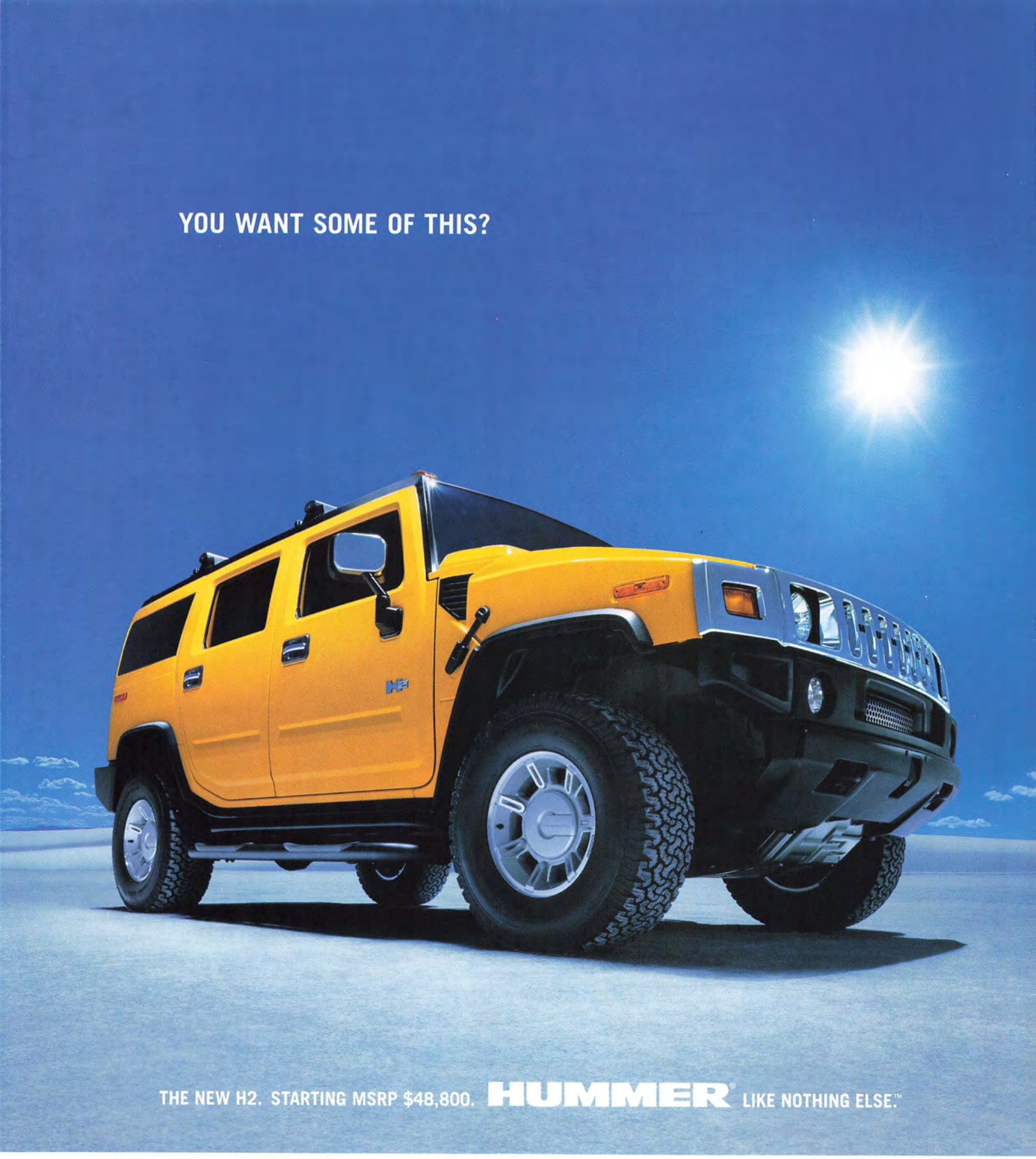
In a 10-7 win at Toronto, the Yankees scored seven runs in the fourth inning to put the game away. In that inning, switch-hitters Williams and Posada, batting fourth and sixth in the order, both hit their second home runs of the game. Remarkably, each hit a righthanded home run off lefthanded reliever Clayton Andrews after having previously homered from the other side of the plate off righthanded starter Frank Castillo. This mirror-image feat had never before been achieved by two batters in the same game.



Bernie Williams *Jorge Posada*

The all-time leader in switch-hit homers for a career total as well as two in one game was, not surprisingly, Mickey Mantle, who did it 10 times in his career. With this day's wallops Bernie Williams accounted for his sixth such game, plus two more in the postseason.

Bernie Williams (L) and Derek Jeter.



KARL CHEVROLET® HUMMER®

261 Elm Street, New Canaan, CT 06840
1-800-321-KARL
www.karldirect.com

Vehicle shown $49,925. Tax, title, license and other optional equipment extra. 1.800.REAL.4WD © General Motors Corporation, 2002. HUMMER and the vehicle's grille design are registered trademarks of GM Corporation.

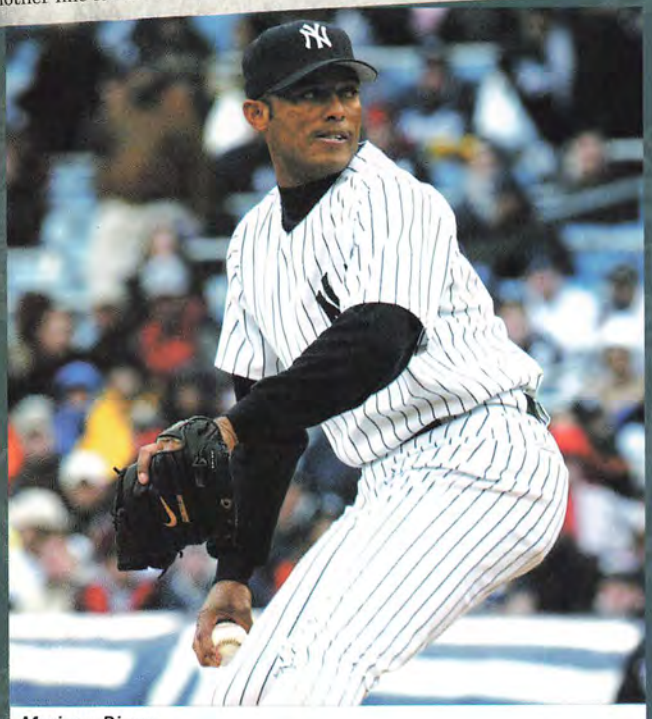
Joe Torre was carried away after winning the 2000 Subway Series.

OCT. 14, 2000

ROGER CLEMENS THROWS ONE-HITTER IN ALCS, FANNING 15

When it comes to defying Father Time, only Nolan Ryan may be mentioned with Roger Clemens. Many pitchers have adapted their styles and maintained their effectiveness as they neared the age of 40, but only these two seemed to lose nothing. In Game 4 of the ALCS at Seattle, the 38-year-old righthander rolled back the clock, tossing a one-hit shutout and fanning 15 Mariners. The only hit was an Al Martin double that glanced off first baseman Tino Martinez's glove.

No one should have been surprised, though, because this was the medical marvel who had struck out 20 Mariners in 1986, setting an all-time record, and then equaled it 10 years later against the Tigers. And in 2001, at the age of 39, Roger Clemens would provide another line for the record book.


Mariano Rivera

Those prizes are a means to a 27th World Series championship trophy. That has been a tantalizing pursuit since the Yankees opened up this decade with their 26th.

The 2000 season began with the team trying for their third straight title, something they hadn't done since the Yanks won five in a row from 1949 to '53. The momentum of pressure had never been higher: The 1998 team had won 125 total games and rolled to the championship, and the 1999 team proved it was no fluke. The 2000 season didn't witness the same kind of dominance during an 87-win regular season; Roger Clemens and Orlando Hernandez, as well as relievers Mike Stanton, Jeff Nelson and Mariano Rivera, all suffered through rocky moments as it appeared that the dynasty might be finished. Then the playoff bell rang.

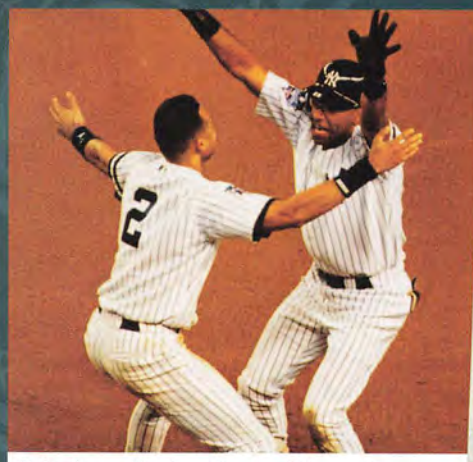
The first round against the A's resembled a 12-round prizefight. The young, fun-loving Oakland club, with Giambi as their leader, was down 2-1 in games before rookie lefthander Barry Zito mocked the pressure of pitching a do-or-die game at Yankee Stadium and won 11-1, setting up a winner-take-all game the next day in Oakland. The Yankees prevailed there and took care of Seattle in six games, to set up the New York's dream World Series against the Mets.

"I was at the last [subway] Series that the Dodgers and Yankees played here in 1956 and it was crazy," said manager Joe Torre, a native New Yorker, "but it's much more crazy now."

Though the Yankees won in five games, this Series was crazier then most remember it. The opening round at Yankee Stadium saw the Yankees trail 3-2 entering the bottom of the ninth as Mets closer Armando Benitez—the same Armando Benitez who only a few years before while with the Orioles had started a brawl by hitting Tino Martinez—took the mound. But the Yankees scored once to send the game into extra innings and won it in the 12th, 4-3. In

OCT. 21, 2000

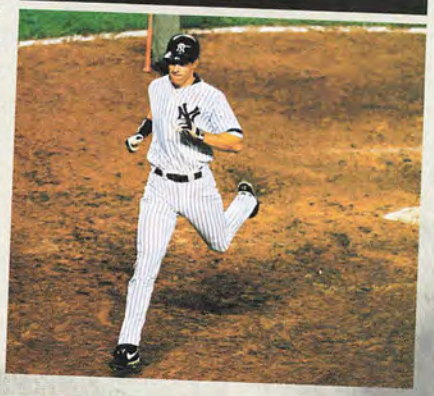
PAUL O'NEILL SPARKS GAME 1 RALLY WITH 11-PITCH WALK



Role players like Jose Vizcaino (R) proved as important as stars like Derek Jeter (L), seen here after the Viz ribbied to win Game 1 in '00.

In the first Subway Series in 44 years, the Mets took a 3-2 lead into the bottom of the ninth of the opener at Yankee Stadium. With intimidating closer Armando Benitez on the mound, the Yankees faced an uphill climb. But with one out, Paul O'Neill—whose fierce competitive nature made his every unsuccessful at-bat an insult—would not give in to Benitez's barrage of rising fastballs and diving splitters. Fouling off four two-strike deliveries, he worked out a walk. O'Neill scored to tie the game as the Yanks eventually won it in the 12th.

O'Neill hit .474 in the five-game Series, and could point to many other contributions in his nine years in New York, including a batting title in 1994. Yet for a team that had made deep pitch counts and high on-base percentage its tactical hallmark, it seems fitting that a mere base on balls should be this veteran warrior's great moment.



Game 2 the Yankees took a 6-0 lead into the ninth inning after Roger Clemens' eight innings of two-hit, shutout ball, but the Mets scored five runs in the ninth before Mariano Rivera, whose record scoreless streak in the playoffs ended that night, finally put them away. With two wins, no losses and considerably shorter fingernails, the Yankees crossed the bridge to Shea.

It got even tighter there when the Mets won the third game, 4-2, ending the Yankees' 14-game World Series winning streak, and threatened to get some traction. But Jeter set the tone in Game 4 with a leadoff home run and the Yankees held on, 3-2. Game 5 was even tighter. With the score tied 2-2 entering the top of the ninth, Mets lefthander and former Yankees farmhand Al Leiter walked Posada with two out and Scott Brosius followed with a single, bringing up Luis Sojo. Just two months after being designated for assignment by the lowly Pirates, Sojo, on Leiter's 142nd pitch of the game, rolled a single to center field, plating Posada with the winning run. Rivera nailed down the 4-2 victory and the championship.

All five games of the Subway Series were decided by only one or two runs; it was the first time that happened in a World Series since Babe Ruth's Boston Red Sox beat the Philadelphia Phillies in 1915. You couldn't call the 2000 Yankees dominant. But you still had to call them champions.

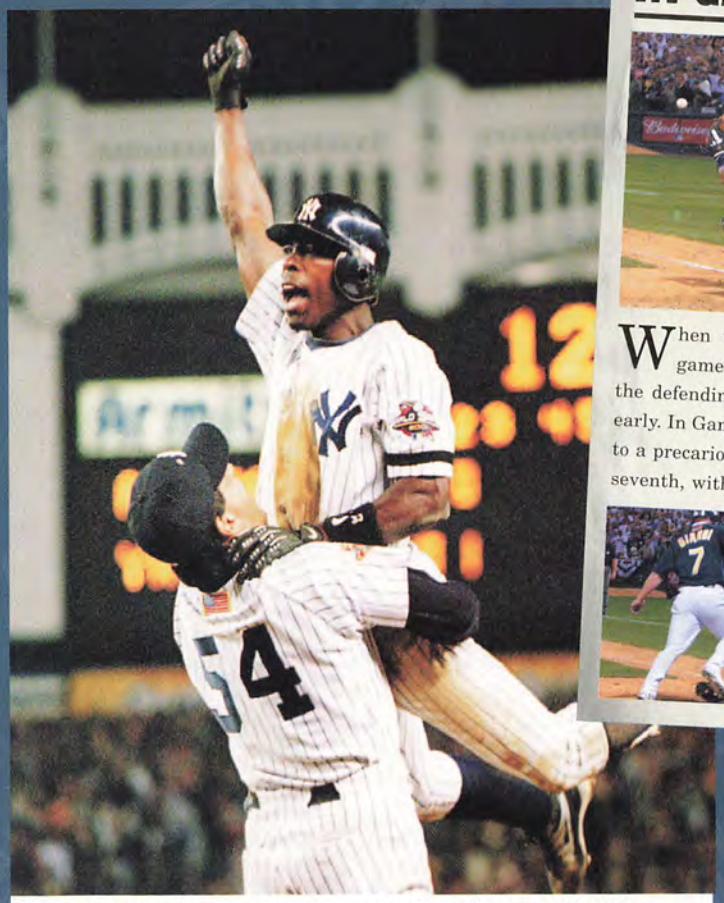
"Every year is a different story," said Jeter, who won Series MVP honors by going 9-for-22 (.409) with two doubles, a triple and two home runs. "We struggled this year. We had tough times, and the wins didn't come easy. We played the best teams in the playoffs, and we're sitting here at the end of the year. This one was a little more satisfying."

OCT. 26, 2000

YANKEES DEFEAT METS TO WIN 26TH WORLD CHAMPIONSHIP

The Mets went down in only five games, but the Series was closer than that. The Yankees' first three wins were by one run, and the final game was tied when the Yanks scored the decisive two runs in the ninth. Derek Jeter was the Series MVP, batting .409 with two home runs, including one in the finale. Regardless of one's team allegiance, the first "Subway Series" since 1956 gave all of New York reason for pride. An unfortunate confrontation between Roger Clemens and Mike Piazza dominated the headlines for a few days, but the enduring story was, as always in the Torre years, a team accomplishment.

This three-year run of World Series appearances was the ninth in Yankees history: 1921–23, 1926–28, 1936–39, 1941–43, 1949–53, 1955–58, 1960–64, 1976–78 and 1998–2001.



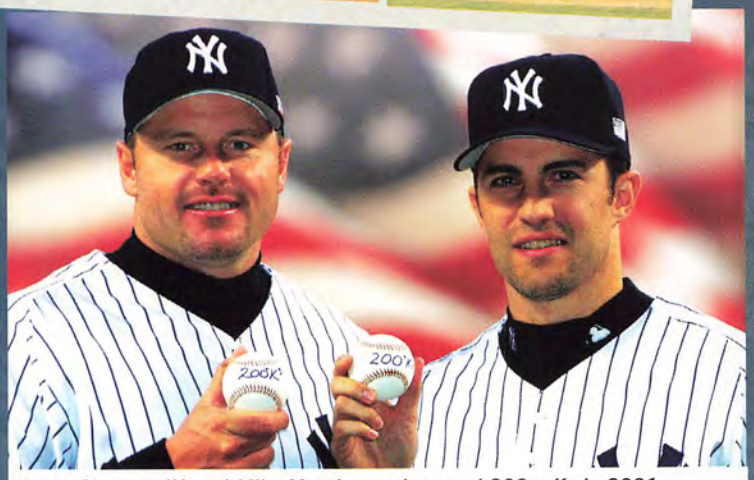
Soriano cracked the game-winning RBI in Game 5 of the '01 Series.

OCT. 13, 2001

DEREK JETER'S SHOVEL PASS IN GAME 3 OF ALDS SAVES THE SEASON

When the A's captured the first two games in New York, it appeared that the defending champions would be bounced early. In Game 3, Mike Mussina was clinging to a precarious 1-0 lead in the bottom of the seventh, with the A's Jeremy Giambi on second base. Oakland leftfielder Terrance Long doubled to right. Shane Spencer's throw came in offline to the first-base side while Giambi barreled toward home. But out of nowhere, Derek Jeter cut across the diamond. Posada would never have been able to field the throw without abandoning the plate and Giambi would have scored the tying run—but Jeter appeared and shoveled the ball, almost backhand, from foul territory to Posada, who applied a quick tag on Giambi's heel inches before he touched the plate.

Mariano Rivera preserved that 1-0 lead, and the Yankees won the final two. They became the first team ever to win a best-of-five postseason series after losing the first two at home.



Roger Clemens (L) and Mike Mussina each earned 200+ Ks in 2001.

The Yankees spent their offseason not just celebrating their third straight title but preparing for a run at their fourth, a feat no team in half a century had done. The purchase of Mussina on the free-agent market bolstered the pitching staff and made the Yankees' march to the AL East title all but a mere formality. They beat out Boston by a whopping 13 games, thanks in large part to the dominance of Clemens, who became the first pitcher since 1900 to start the season 20-1. He later would capture his sixth Cy Young Award.

Once again the Yankees faced the Oakland A's and Giambi in the Division Series, and once again they were taken to the brink of elimination. They lost the first two games. But they roared back to take the next three and earn the right to face the Seattle Mariners, who had gone a shocking 116-46 in the regular season to break the AL record for wins. After a game-winning homer from second baseman Alfonso Soriano in Game 4, the playoff-tested Yankees quickly and (to many) surprisingly dispatched of inexperienced Seattle in five games to win yet another pennant.

The Yankees were no small part of the post-Sept. 11 healing process.

BAUME & MERCIER
GENEVE · 1830

©2001 Baume & Mercier, Inc.

CapeLand S

STAINLESS STEEL AUTOMATIC CHRONOGRAPH,
CHRONOMETER OFFICIALLY CERTIFIED (COSC),
WATER-RESISTANT TO 200 METERS.
www.baume-and-mercier.com

TOURNEAU
SINCE 1900

SHOP-AT-HOME: 800.348.3332 www.tourneau.com

NEW YORK ATLANTA PALM BEACH BAL HARBOUR
CHICAGO HOUSTON LAS VEGAS SOUTH COAST PLAZA
LOS ANGELES SAN JOSE SAN FRANCISCO

NOV. 1-2, 2001

YANKS WIN COME-FROM-BEHIND MATCHES OVER D-BACKS

That year's World Series, extended into November because of the calamity of Sept. 11, held as many thrills for Yankees fans as had the previous three—even though the ultimate outcome was disappointing. Arizona had the Series lead, two-games-to-one, as the Yanks entered the ninth inning of Game 4 trailing 3-1. With two outs and a man on, Tino Martinez sent a ball into the night that tied the game and permitted Derek Jeter to win it with a homer in the next frame. On the next evening, the Yankees also went to the bottom of the ninth with a two-run deficit. Again, Arizona reliever Byung-Hyun Kim gave up an electrifying two-out, two-run homer, this time to Scott Brosius. Alfonso Soriano won it for New York with an RBI single in the 12th.

The Diamondbacks didn't collapse, though, as might have been expected. Turning the tables, they scored two runs in the bottom of the ninth in Game 7.

The Yankees' fifth World Series in six years pitted them against a foe unlike any they had faced before: the two-headed monster of Randy Johnson and Curt Schilling of the Diamondbacks. Those two had gone a whopping 43-12 during the regular season with a combined 2.74 ERA. Schilling had been almost unhittable in the playoffs' first two rounds. Though the underbelly of Arizona's pitching staff appeared vulnerable, those twin twirlers stood considerably taller than their combined 13 feet of height.

The Series did go according to form for a while. Schilling won Game 1 and Johnson Game 2 at home. The Yankees returned to New York with a 2-1 win behind Clemens in Game 3. Then the zaniness began.

In Game 4, the Diamondbacks took a 3-1 lead into the bottom of the ninth, and stood just one out away before taking a commanding 3-games-to-1 lead in the Series, before closer Byung-Hyun Kim coughed up a two-run homer to Martinez to tie the score. Jeter then homered down the right-field line off Kim to lead off the 10th and give New York the 4-3 win. The Series was tied.

The next day, in Game 5, the Yankees faced almost the identical situation, trailing 2-0 with two out in the bottom of the ninth against Kim. Incredibly, they got the same result. Brosius belted a two-run homer to tie the score and the Yankees won it in the 12th on a Soriano RBI single. So the Yankees had taken the 3-2 lead in games, while the Diamondbacks were flabbergasted.

Was Arizona shell-shocked? Not quite. "In the training room about 15 minutes after the game," Schilling later recalled, "we were laughing hysterically out loud. Steve Finley, Matty Williams, Luis Gonzalez, Tony Womack, Damian Miller. I said, 'You realize that in the middle of Game 6, if a plane crashes on the field, kills all of us, it will not be any weirder than what we just saw?'"

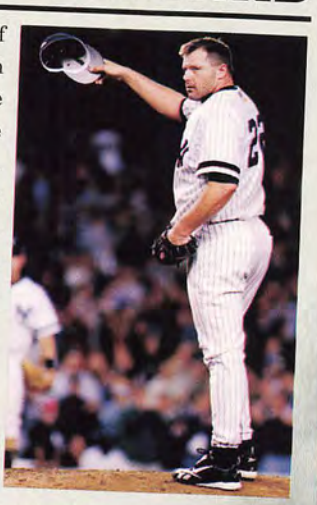
What the Yankees saw next was Randy Johnson staring right at

Derek Jeter's spectactular catch in the '01 Series.

The 2001 Yankees paid tribute to the victims of the Sept. 11 terrorist attacks.

NOV. 15, 2001

ROGER CLEMENS WINS RECORD SIXTH CY YOUNG AWARD



Drinking deep from the Fountain of Youth, Clemens opened the season with a 20-1 record, a mark not even Rube Marquard had been able to match when he ran off 19 straight from opening day in 1911. Clemens' 16 consecutive wins surpassed Jack Chesbro's franchise mark of 14. Along the way he broke Walter Johnson's American League strikeout record, too. Finishing 20-3, the 39-year-old earned his sixth Cy Young Award, breaking out of a tie with Atlanta's Greg Maddux.

Roger Clemens posted a solid 13-6 mark in 2002, bringing him within seven wins of his 300th. And to think that the Boston Red Sox, with whom he debuted in 1984 and starred through 1996, let him go because they feared he had burnt himself out at age 33.

Jason Giambi

them for Game 6. And they certainly weren't laughing afterward. A 15-2 loss set up a winner-take-all Game 7, with Schilling going on three days' rest for his second straight start. He would face Clemens, whose tongue-lashing a decade before had persuaded a young and rebellious Schilling to shape up.

This game shaped up as yet another classic, a fitting end to a wild series. Clemens and Schilling matched zeroes for five innings before trading runs in the sixth and seventh. After Soriano hit a solo shot in the top of the eighth for a 2-1 Yankee lead, Torre decided to go with Rivera to start the bottom of the inning. Rivera struck out the side. He wasn't so lucky in the fateful ninth.

Mark Grace led off the inning with a line single up the middle. When Miller followed with a bunt, Rivera fielded the ball but threw wildly to second base to leave runners on first and second with nobody out. After a forceout at third Womack ripped a double to the right-field corner, scoring one run and leaving Jay Bell at third.

Rivera, looking somewhat rattled, hit Craig Counsell with a

International stars Jose Contreras...

...and Hideki Matsui represent the wave of the future for the Yanks.

pitch to load the bases, bringing up Gonzalez, whose 57 home runs during the regular season made him the key threat in the Diamondback lineup. Anticipating Rivera's nasty cutters, Gonzalez choked up for the first time all season. It was the right move. He swung at an inside pitch, broke his bat, but still got enough on it to bloop the ball past Jeter into center field and into World Series lore. The delirious Diamondbacks stormed the field as the Yankees walked off stunned.

"We realize how many times we snatched it away from people when they were close, so you really have to take both sides of this thing," a philosophical Torre said. "But I certainly am proud of the way my ballclub responded to the pressure. We were not hitting, but our guys seemed to get in a situation that put us with a lead, and we put Mo in the game and that's all we really wanted." Reliever Mike Stanton, like every Yankee, backed up a sullen Rivera: "There's nobody in the history of baseball I'd rather have out there."

Some modern Yankees heroes didn't make it out again after that game. O'Neill, Brosius and Sojo all retired after 2001, while Martinez and Chuck Knoblauch left the team as free agents. Knowing the team had not hit well that season—and just .183 in the World Series—prompted the front office to go after the biggest bat on the market in Giambi, who had won one MVP and finished second the last two years with the A's. The dream marriage started off a little rocky as Giambi slumped slightly in April, but on May 17, when he smashed a storybook, 14th-inning grand slam against the Twins in the rain at Yankee Stadium to win 13-12, he officially became a Yankee.

Soriano also blossomed in pinstripes, just missing entry in the 40-40 club by one home run in batting .300-39-102 and leading the American League with 41 stolen bases, 129 runs and 209 hits. Cooed Giambi: "Is there anything he can't do on the field? The kid's awesome. And he's only getting better." The Yankees coasted to 103 wins, their most since the 1998 dream season.

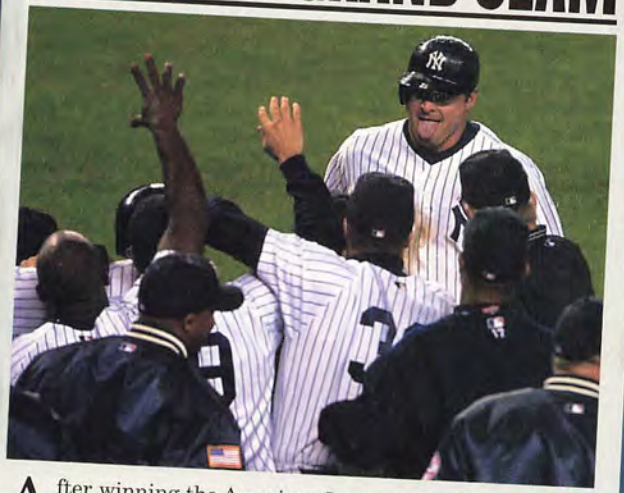
But the 2002 postseason was an awakening for the Yankees. The Angels' bat control and solid pitching propelled them to a four-game win on their way to their own World Series championship. No AL team but the Yankees had taken the title since 1993, and the New Yorkers were left searching for answers. General manager Brian Cashman had a simple but heartfelt one: "This is a very good team," he said, "that didn't play well for four days."

The Yankees bulked up anew for the 2003 season, the 101st for the most storied franchise in sports. Will Jose Contreras dominate the way Orlando Hernandez did? Will Hideki Matsui be the outfield Godzilla the team truly needs? Can Clemens and David Wells give the team one more stellar season?

Predicting how the rest of this decade will go down in Yankees history is impossible. The trees are blowing by too fast. But as we sit on the back on the back of this speeding train, it sure is one heck of a ride.

MAY 17, 2002

JASON GIAMBI HITS A 14TH-INNING WALK-OFF GRAND SLAM



After winning the American League's MVP in 2000 and being runner-up in 2001, the A's slugger now found himself in pinstripes. After a slow start that had impatient fans grumbling, Giambi soon hit his stride and posted numbers very similar to those of his best days in Oakland.

There was no grumbling to be heard after this game against Minnesota at Yankee Stadium. The teams were tied at 9-9 going into the top of the 14th inning. When the Twins pushed across three runs in the top of the inning, many fans scurried for the parking lot as a hard, driving rain began to fall in the Bronx; the die-hards, however, witnessed a scene for the ages. With one out, the Yanks loaded the bases and Jason Giambi drove a Mike Trombley pitch high and far over the right-field wall. Giambi's walk-off grand slam was only the second in franchise history.

The only other Pinstriper to do it was Babe Ruth.

GEORGE FOREMAN™
Relaxor
Nutritionist
FARBERWARE®
Juiceman
LOONEY TUNES
Breadman
Russell Hobbs
ULTRASONEX
ORAL CARE SYSTEM
Westinghouse
INGRAHAM
Melitta®
REJUVENIQUE
MAXIM
Stiffel
salton AT HOME
toastmaster®
BLOCK China & Crystal
THE Juicelady

SALTON'S TEAM OF BRANDS IS PROUD TO SUPPORT THE HOME TEAM.

salton®

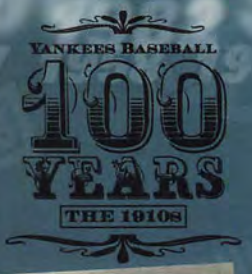
For more information about all of our brands and products go on-line at **www.eSalton.com** or call **1.800.272.5629.**

. . . a master collection for every taste

Tetley Decaffeinated
Tetley Classic Blend
Tetley British Blend
Tetley British Blend Decaffeinated
Tetley Classic Iced Tea
Tetley Green Blend

2003 Tetley USA Inc.

View our entire collection at www.tetleyusa.com

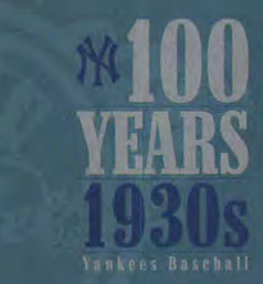


EXTRA! THE RESULTS ARE IN

FANS VOTE FOR THE TOP 25 GREATEST MOMENTS IN YANKEES HISTORY*

25. Whitey Ford throws his 33rd consecutive scoreless inning in World Series.
24. Yogi Berra wins 10th title in 1962, most of any baseball player.
23. Jack Chesbro wins 41st game of the 1904 season.
22. Allie Reynolds pitches second no-hitter of 1951.
21. Ron Guidry fans club record 18 batters in 1978 versus California.
20. Ruth hits home run No. 700 in 1934.
19. Lou Gehrig's consecutive games played streak ends at 2,130.
18. Mickey Mantle hits 565-foot "tape-measure" home run in D.C. in 1953.
17. Babe Ruth hits record 60th home run of 1927 season.
16. David Wells hurls Yanks second perfect game in 1998.
15. Chris Chambliss blasts ninth-inning homer to win 1976 ALCS.
14. David Cone throws perfect game on "Yogi Berra Day" 1999.
13. Mickey Mantle wins 1956 Triple Crown with .353 BA, 52 HR, 130 RBI.
12. Don Mattingly hits home run in eighth consecutive game in 1987.
11. Roger Maris hits home run No. 61 to break Ruth's record in 1961.
10. Reggie Jackson hits three homers in Game 6 of 1977 World Series.
9. Yanks sweep Padres in 1998 World Series for 125th win of the season.
8. Bucky Dent home run beats Boston for AL East title of 1978.
7. Babe Ruth "calls his shot" in Game 3 of 1932 World Series.
6. Yanks win back-to-back, come-from-behind matches against Diamondbacks in 2001 World Series.
5. Joe DiMaggio hits in 56th consecutive game in 1941.
4. Don Larsen pitches perfect game in 1956 World Series.
3. Lou Gehrig bids farewell to baseball with "luckiest man" speech in 1939.
2. Derek Jeter's shovel-pass in Game 3 of 2001 ALDS saves season.
1. Yanks acquire Babe Ruth from Boston in 1920 for $125,000.

** Fan balloting conducted in February 2003, over four-week span on www.yankees.com*



What a Line-up!

Visit Atlantic Toyota today. And experience our unstoppable line-up of 2003 high-performance vehicles — plus our new 42,000 square foot state-of-the-art service and parts center!

Atlantic Toyota Official Batting Order

Team Name _____

vs.

Opponent _____

Note: Present copies, 15

White - Umpire Yellow - Oppone

Starting Line-Up (Print neatly)

1. 4 Runner

2. Highlander

3. Land Cruiser

4. Tacoma

5. MR 2

6. Corolla

7. Camry

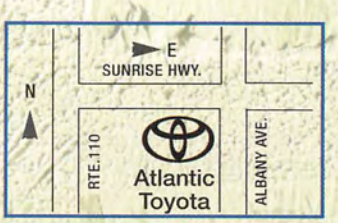
8. Avalon

9. Celica

P RAV 4

Atlantic TOYOTA

200 Sunrise Highway, Amityville, NY **1-888-556-6897**
www.atlantic-toyota.com



"HOME. AUTO.

TALK TO A REAL, LIVE PERSON WHO'S

BRONX
Regina B. Floria-Gay
2867 Webster Avenue
Bronx, NY 10458
718-365-7000

Lawrence J. Pistillo
Carlos de la Concha, LUTCF
Dolores Batista
1892 Eastchester Road
Bronx, NY 10461
718-597-2345

BROOKLYN
Steven Kozin
792 Nostrand Avenue
Brooklyn, NY 11216
718-363-3200

Brian Panzarino
1254 Prospect Avenue
Brooklyn, NY 11218
718-686-1200

Irv Taylor
657 Vanderbilt Avenue
Brooklyn, NY 11238
718-789-0300

Winograd Insurance Agcy, Inc.
6902 18th Avenue
Brooklyn, NY 11204
(718) 232-0400

MANHATTAN
Esther Jordan
543 Columbus Avenue
New York, NY 10024
(212) 877-2500

Larry Joseph
56 West 45th Street, #803
New York, NY 10036
(212) 687-2222

QUEENS
Paul J. Bernieri
133-05 Cross Bay Boulevard
Ozone Park, NY 11417
718-323-0400

Simon Blum
205-08 Hillside Avenue
Hollis, NY 11423
718-468-3000

Nanci A. Coronado
867 Cypress Avenue
Ridgewood, NY 11385
718-418-7000

Mark Klimm
84-15 Jamaica Avenue
Woodhaven, NY 11421
718-441-5900

John F. Lepore
112-30 Beach Channel Drive
Rockaway Park, NY 11694
718-945-1900

Ralph Palmiotto
2559 Francis Lewis Boulevard
Flushing, NY 11358
718-352-8080

Raymond J. Wolter, Jr.
Metro-Mall
66-26 Metropolitan Avenue
Middle Villiage, NY 11379
718-381-1400

Henry Wong
83-31 Broadway
Elmhurst, NY 11373
718-699-6000

STATEN ISLAND
Joseph D. Butler III
Agency Owner
1192A Forest Avenue
Staten Island, NY 10310
(718) 727-8000

Todd Cameron
939 Huguenot Avenue
Staten Island, NY 10312
718-227-7000

Thomas K. Kowalski
1167 Bay Street
Staten Island, NY 10305
718-273-2000

Larry Smith
3800 Richmond Avenue
Staten Island, NY 10312
(718) 967-1500

LONG ISLAND-NASSAU
Roger Chizever
21 East Shore Road
Manhasset, NY 11030
516-869-6000

Allstate Property and Casualty Insurance Company, Allstate Indemnity Company, Home Office: Northbrook, Illinois, Allstate Life Insurance Company of New York, Home Office: Farmingville, New York. © 2003 Allstate Insurance Company

LIFE. ME."

IN THE SAME PHONE BOOK AS YOU.

Alexander Love
400 Jericho Tpke #109
Jericho, NY 11753
516-681-6400

Denis Siple
191 Forest Avenue
Locust Valley, NY 11560
516-671-6044

Nick Stavola
139 Tulip Avenue
Floral Park, NY 11001
516-354-3111

Hank Williams
101 Main Street
East Rockaway, NY 11518
(516) 596-2900

LONG ISLAND-SUFFOLK

Steve Foray
95 East Main Street
East Islip, NY 11730
631-581-3400

Richard Johnson
26 Colonial Springs Road
Wheatley Heights, NY 11798
(631) 643-7000

ROCKLAND

Jeffry E. Bryant
589 North Route 303
Blauvelt, NY 10913
845-365-4000

WESTCHESTER

Ralph Borsella
99 Purchase Street
Rye, NY 10580
914-921-0660

Joseph Burger
200 Katonah Avenue
Katonah, NY 10536
914-232-0330

David Cohen
2150 Central Park Ave 2nd Fl.
Yonkers, NY 10710
914-961-8844

Peter Cuomo
32 Broadway
Valhalla, NY 10595
914-946-5454

Lynne Maisonet
238 Westchester Avenue
Port Chester, NY 10573
914-934-8800

Karen Merritt, LUTCF
Towne Centre, Route 202
Somers, NY 10589
914-276-3400

Allstate®
You're in good hands.

2003 VRSCA V-Rod

1903 Serial Number One

Everything Has Changed. Nothing Has Changed.

We're Just Getting Started!

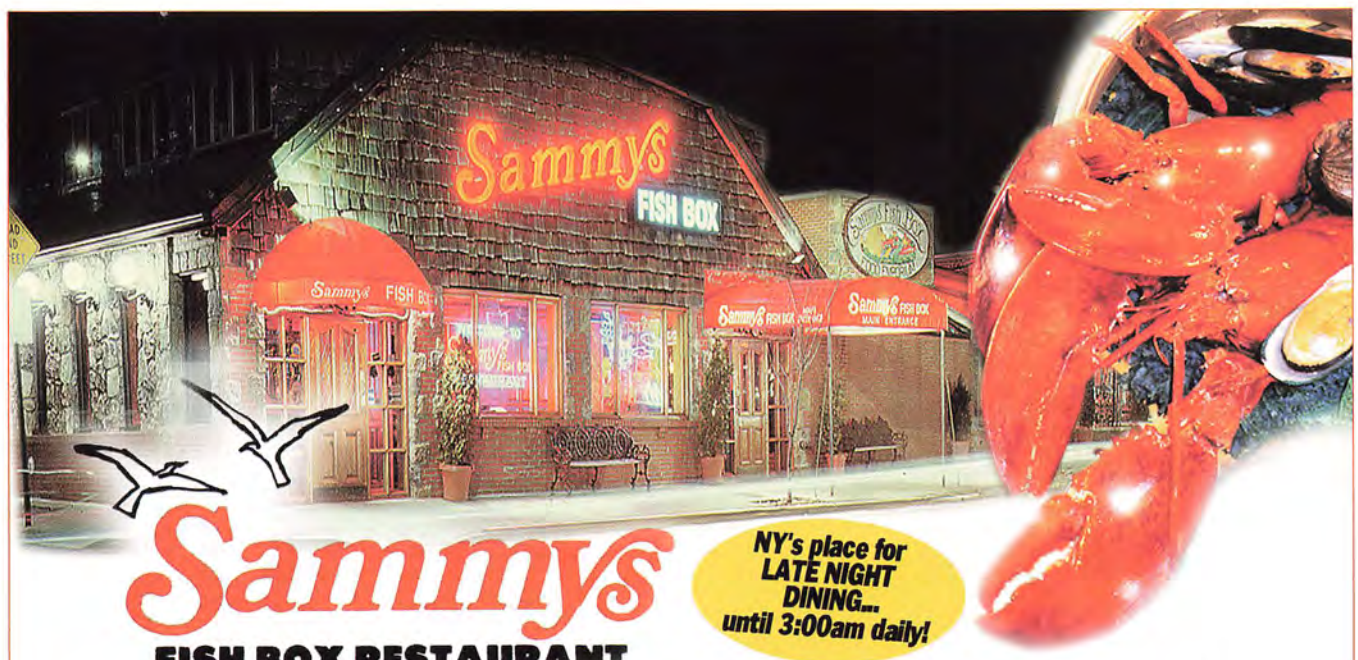
LIBERTY

Harley-Davidson/Buell

12 W. MILTON AVE, RAHWAY, NJ 07065

Minutes from Penn Station. Across from Rahway Station.

732-381-2400 www.libertyharley.com



Sammys

FISH BOX RESTAURANT

NY's place for LATE NIGHT DINING... until 3:00am daily!

After a great game at the stadium, visit another Bronx institution, Sammy's Fish Box on City Island, where award winning seafood and baseball go hand-in-hand!

Sammy's Fish Box is just a short 15-minute ride North on I-95, exit at 8-B City Island.

Sammy's Fish Box Restaurant

41 City Island Ave., City Island New York

718-885-0920

www.sammysfishbox.com

Baseball and Sammy's, a winning combination for over 36 years!

Can You Play By The Rules?

TEST YOUR SKILLS...TRUE OR FALSE

1. Pitcher throws a legal pitch, batter swings at pitch, ball touches the batter as he strikes at it, batter takes his base.
2. Runner advances home, there is a play at the plate, tie goes to the runner.
3. Batter shows bunt, pitch is thrown high, batter fails to return to swing position, pitch is called a strike.
4. Batter avoids a wild pitch, ball hits the bat, automatic strike.
5. Runner showing steal, pitcher throws to base but did not step backwards off rubber, pitcher called for balk.

THE ANSWERS FOR QUESTIONS 1 THRU 5: FALSE

WALSH DODGE

& PRE-OWNED SUPER CENTER

"...fair play and honesty is what we are all about."

PETER WALSH, *DEALER PRINCIPLE*

route 440 • jersey city, new jersey • 201.432.7700

KNOCKING IT OUT OF THE PARK--

SMITHFIELD FOODS, INC.

PRODUCERS OF

High-Quality Smithfield Pork Products

www.smithfieldpacking.com
www.smithfield.com

SMITHFIELD Lean Generation PORK®

800-444-9180

Smithfield Lean Generation Pork

(CONTAINS LESS FAT AND CHOLESTEROL THAN CHICKEN BREAST)

COLUMBUS CLIPPERS

Yankees affiliate since 1979.

Team Owner: Richard Smith
International League
Cooper Stadium
1155 West Mound Street
Columbus, OH 43223-2298
Phone: (614) 462-5250
Fax: (614) 462-3271
www.clippersbaseball.com

2002 Record, Finish:	59-83, 4th in West Division.
Attendance (dates/avg):	490,390 (70/7,006).
Playoffs:	None.
All-Star Team:	OF Billy McMillon.

TRENTON THUNDER

First year as Yankees affiliate.

Team Owner: Garden State Baseball, L.P.
Eastern League
Mercer County Waterfront Park
One Thunder Road
Trenton, NJ 08611
Phone: (609) 394-TEAM
Fax: (609) 394-9666
www.trentonthunder.com

The following information reflects Norwich Navigators 2002 season.

2002 Record, Finish:	76-64, 1st place in the Northern Division.
Attendance (dates/avg):	222,134 (65/3,417).
Playoffs:	Won the 2002 Eastern League championship, defeating Harrisburg three-games-to-two.
All-Star Team:	RHP Jorge De Paula, OF Mike Cervenak, INF Andy Phillips.
League Leaders:	RHP Jorge De Paula (6 complete games; 175 innings pitched; 152 strikeouts).

TAMPA YANKEES

Yankees affiliate since 1995.

Team Owner: Yankees partnership
Florida State League
Legends Field
1 Steinbrenner Drive
Tampa, FL 33614
Phone: (813) 875-7753
Fax: (813) 673-3199
www.legendsfieldtampa.com

2002 Record:	71-62.
Attendance:	75,061.
Playoffs:	Western Division Champions (1st Half).
All-Star Team:	RHP Jason Arnold, LHP Andy Beal, C Omar Fuentes, RHP Bryan Grace, RHP Mike Knowles, LHP Charlie Manning, INF Brian Myrow and INF Aaron Rifkin.

BATTLE CREEK YANKEES

First year as Yankees affiliate.

Team Owner: Riverside Baseball Inc.
Midwest League
C.O. Brown Stadium
1392 Capital Avenue NE
Battle Creek, MI 49017
Phone: (269) 660-2287
Fax: (269) 660-2288
www.battlecreekyankees.com

The following information reflects Greensboro Bats 2002 season.

2002 Record:	75-65.
Attendance (dates/avg):	179,393 (67/2,678).
Playoffs:	None.
All-Star Team:	OF Kevin Thompson, LHP Carlos Artiles, RHP Jason Smith.
League Leaders:	RHP Bobby Wood (2 SHO).

STATEN ISLAND YANKEES

Yankees affiliate since 1999.

Team Owner: Yankees partnership; Stan Getzler
New York-Penn League
The Richmond County Bank Ballpark at St. George
75 Richmond Terrace
Staten Island, NY 10301
Phone: (718) 720-9265
Fax: (718) 273-5763
www.siyanks.com

2002 Record, Finish:	48-26, 1st Place McNamara Division.
Attendance (dates/avg):	129,607 (38/3,411).
Playoffs:	Won the NY-Penn League championship, defeating Oneonta two-games-to-none.
All-Star Team:	RHP Matt Brumit, RHP Ryan BIcandoa, RHP Chien-Ming Wang.
League Leaders:	RHP Matt Brumit (33 G, 22 SV); RHP Ryan Bicandoa (3 CG, 94 K).
League Honors:	RHP Matt Brumit (2002 NY-Penn League Rolaids Relief Man of the Year).

GULF COAST YANKEES

Yankees affiliate since 1990.

Team Owner: Yankees partnership
Gulf Coast League
Yankee Complex
3102 N. Himes Ave.
Tampa, FL 33607
Phone: (813) 875-7569
Fax: (813) 873-2302

2002 Record, Finish:	36-24, 2nd in North Division.
Playoffs:	None.

CAN YOU SPOT A RISING STAR?

Yankees
STATEN ISLAND
CLASS A AFFILIATE, NEW YORK YANKEES

2002 NY-PENN LEAGUE CHAMPIONS

REAL BASEBALL REAL CLOSE

Fri	6/20	Williamsport
Sat	6/21	Williamsport
Sun	6/22	Brooklyn
Tues	6/24	Brooklyn
Tues	7/1	Brooklyn
Thurs	7/3	New Jersey
Mon	7/7	New Jersey
Sat	7/12	Tri-City
Sun	7/13	Tri-City
Mon	7/14	Tri-City
Tues	7/15	Brooklyn
Thurs	7/17	Brooklyn
Mon	7/21	Hudson Valley
Wed	7/23	Auburn
Thurs	7/24	Auburn
Fri	7/25	Auburn
Sat	7/26	Hudson Valley
Mon	7/28	Hudson Valley
Thurs	7/31	Hudson Valley
Sat	8/2	Brooklyn
Mon	8/4	Williamsport
Tues	8/5	Williamsport
Wed	8/6	Williamsport
Fri	8/8	New Jersey
Tues	8/12	Vermont
Wed	8/13	Vermont
Thurs	8/14	Vermont
Fri	8/15	Jamestown
Sat	8/16	Jamestown
Sun	8/17	Jamestown
Mon	8/18	Aberdeen
Tues	8/19	Aberdeen
Thurs	8/21	Hudson Valley
Sun	8/24	Aberdeen
Mon	8/25	Aberdeen
Tues	8/26	Aberdeen
Mon	9/1	New Jersey
Wed	9/3	New jersey

SPEND SOME TIME DOWN ON THE FARM

GAME TIMES:
MON-SAT 7:15PM SUN 5:15PM Aug 8 at 12:15
Season Tickets $380 (Box) $304 (Reserved)
Individual Games $10 (Box) $8 (Reserved)

WWW.SIYANKS.COM

TEL 718 720 9200

RICHMOND COUNTY BANK

Ballpark at St George

Steps from the FREE Staten Island Ferry

The Natural Taste of Tradition Since 1845

OFFICIAL BOTTLED WATER OF THE

Yankees™

www.polandspring.com

©2003 Nestlé Waters North America Inc.

H2

In Stock Now!

Starting UNDER $50,000
Very Well Equipped!

www.sunhummer.com

Bonus!
HUMMER
Folding Mountain Bike
•••••PLUS•••••
4 YEAR/50,000 MILE EXTENDED WARRANTY
w/ad-select models

GM Master Dealer Award Winner • Saturday Service • Loaner Cars on Premises • Walk to L.I.R.R. • Luxurious Lounge with Children's Play Area
The Best Price...The Best Service...The Best Selection...*Get it All...at Sun!*

SUN HUMMER®
Like Nothing Else™

3333 SUNRISE HWY • WANTAGH (516) 781-6666

FAIRVIEW INSURANCE AGENCY ASSOCIATES, Inc.

John F. X. Graham Chief Executive Officer
jgraham@fairviewinsurance.com

25 Fairview Avenue, Verona, NJ 07044 973.857.0870 Fax 973.857.9645

FAIRVIEW INSURANCE AGENCY ASSOCIATES, Inc.

Ryan D. Graham CLTC, Vice President, Employee Benefits
rgraham@fairviewinsurance.com

25 Fairview Avenue, Verona, NJ 07044 800.372.2558 Fax 973.239.2136

Commercial Insurance

- Business Automobile
- Business Owners
- Commercial Property
- General Liability
- Umbrella
- Employment Practice
- Workers' Compensation
- Boiler & Machinery
- Professional Liability
- Bonds
- National Equipment Program
- Municipal Program
- Auto Dealer Program
- Boat Dealer Program

Personal Insurance

- Personal Automobile
- Homeowners
- Renters
- Condominium
- Flood
- Excess Liability
- Valuable Articles

Employee Benefits/ Personal Planning

- Financial Planning
- Estate Planning
- Health Insurance
- Aflac Voluntary Programs
- Dental Insurance
- Life Insurance
- Long Term Care
- Disability Income
- 401 K
- Retirement Planning
- Buy - Sell Agreements

" Fairview Associates Goal Is To Meet Our Clients' Every Need."

www.fairviewinsurance.com

Call for a free insurance consultation today.
800-372-2558

DOUBLE PLAY!

PURCHASE A 12 WEEK SUBSCRIPTION FOR JUST $23.88 AND RECEIVE AN ADDITIONAL 12 WEEKS

ABSOLUTELY FREE!

THIS OFFER ENDS OCTOBER 31, 2003

1-800-552-7678

ASK FOR OPERATOR 81

VISA MasterCard AMERICAN EXPRESS

Home delivery offer only good if total number of weeks is paid for in advance, and for new customers who have not received home delivery of The New York Post in the past 30 days. In New York, New Jersey, Connecticut, Philadelphia, and only in those areas serviced by PCF Delivery Service, the basic home delivery rate is $2.79 per week for 52 weeks, $3.09 per week for 24 weeks, or $3.89 per week for less than 24 weeks. If paying by credit card, subscription will be automatically billed at renewal period.

THE FIRST THREE-SEATER THAT'S ACTUALLY FUN FOR THE THIRD SEATER.

©2003 Yamaha Motor Corporation, USA. Follow instructional materials and obey all laws. Ride responsibly, wearing protective apparel. Always ride within your capabilities, allowing time and distance for maneuvers, and respect others around you. Don't drink and ride. For more information, call 1-800-6-YAMAHA or 1-800-833-2232 and visit yamaha-motor.com to learn about all the different things we're doing to help protect the environment.

Action Yamaha of Edison
Metuchen, NJ
732-494-5555
www.actionyamaha@aol.com

Bergen Sport Cycles
Lodi, NJ
973-478-7711

Yamaha of Ramsey
Ramsey, NJ
201-825-3381

Hampton Watercraft & Marine
Westhampton Beach, NY
631-288-2900
www.hamptonwatercraft.com

King Cycles
Brooklyn, NY
718-773-2279
www.kingcycles.com

Dutchess Recreational Vehicles
Poughkeepsie, NY
845-454-2810

New York Motorcycle
Queens Village, NY
718-479-7777
www.newyorkmotorcycle.com

Route 15 Yamaha
Lake Hopatcong, NJ
973-663-3000
www.route15powersports.com

YAMAHA
WAVERUNNER

YES NETWORK

FRED HICKMAN

Fred Hickman is the studio anchor and host for the hour-long Yankees pregame show and postgame report for the YES Network. One of CNN Sports' originals, Hickman was a senior anchor on CNN/Sports Illustrated. He co-anchored CNN's *Sports Tonight* with Vince Cellini and joined CNN in 1980.

Hickman previously anchored WTBS' NBA studio show in 1995; Turner Sports' coverage of the Goodwill Games in 1986, 1990 and 1994; TNT's studio show for the 1984 Winter Olympics from Lillehammer, Norway; as well as the 1992 Winter Olympics, cable television's first Olympics coverage.

JIM KAAT

Former major league baseball pitcher Jim Kaat is the Yankees game analyst for the YES Network and WCBS-TV. Kaat has established himself over the past 20 years as one of the most well-respected commentators in the business. In 1995, while at the MSG Network, Kaat was nominated for a New York Emmy Award in the "On Camera Achievement" category. In 1996 and 1998, respectively, he was on the team that won New York Emmy Awards for "Outstanding Live Sports Coverage—Single Program" for coverage of Dwight Gooden's no-hitter and David Wells' perfect game. In 1998, Kaat's MSG's Yankee telecasts also won the New York Emmy for "Outstanding Live Sports Coverage Series—Professional."

MICHAEL KAY

Play-by-play announcer for the YES Network and WCBS-TV, Michael Kay immerses himself in all things New York in order to provide his listeners and viewers with the most exclusive, up-to-the-minute Yankees information. Additionally, Kay is the host of YES' *CenterStage*, an interview show with the superstars of sports and entertainment.

Before joining the YES Network, Kay worked at the MSG Network since 1989 as a Yankees reporter. In 1992, he became a Knicks locker room reporter and continued in that role until the 1998–99 season.

Kay was given the Dick Young Award for Excellence in Sports Media by the New York Pro Baseball Scouts in 1995. He was also a part of the Yankees/MSG production team that was nominated for New York Emmy Awards for six consecutive years.

BOBBY MURCER

A symbol of the tradition and history of the New York Yankees, Murcer enjoyed a 17-year major league career, hitting .277 with 252 HR and 1,043 RBI over 1,908 games.

In his first season on YES, Murcer served as a game analyst and studio analyst for pre- and postgames. From 1983 to '85, Bobby served as both TV and radio commentator for WPIX and WABC broadcasts for the Yankees. He left broadcasting to serve as the Yankees assistant GM, but later returned after one season to SportsChannel New York, WPIX and WABC. He then moved to MSG as the Yankees color commentator. Murcer has worked with some 22 different broadcasters over the course of his career, including Mickey Mantle, Phil Rizzuto and Mel Allen. Murcer has three Emmy Awards.

YES NETWORK

PAUL O'NEILL

Paul O'Neill is the pre- and postgame studio analyst for the YES Network. He played for 17 seasons and ended his big-league playing career in 2001. He has made six World Series appearances and earned five World Series rings. He played in five All-Star Games and is one of the most beloved former Yankee players.

O'Neill lives in Cincinnati with his wife, Nevalee, and their three children, Andrew, Aaron and Alexandra.

KEN SINGLETON

Game commentator for the YES Network, veteran analyst Ken Singleton had a 15-year major league career as an outfielder and designated hitter. A consistent power hitter, Singleton has proven to be equally reliable since joining the radio and television broadcast booths. Previously, Singleton divided his time calling play-by-play and providing commentary at MSG. In 1998, he was part of MSG's production team that won four New York Emmys for its Yankees coverage.

CHARLEY STEINER

This will be Charley Steiner's second year in the WCBS-AM radio Yankees broadcast booth, alongside longtime radio voice of the Yankees, John Sterling.

Previously, Steiner was a *SportsCenter* anchor at ESPN, where his major responsibility was as a play-by-play commentator for Major League Baseball on ESPN Radio. He was also a frequent *SportsCenter* anchor, play-by-play commentator for college football and Major League Baseball play-by-play commentator on ESPN. Prior to that, he had served as *SportsCenter*'s primary boxing reporter.

JOHN STERLING

"Yankees win! The-eh-eh-eh-eh Yankees win!"

New Yorkers will long remember the resonant and mellifluous echo of John Sterling's voice in announcing the Bronx Bombers victories. The longtime radio voice of the Yankees, Sterling teams with Charley Steiner in the WCBS-AM Yankees broadcast booth. In addition, Sterling hosts *Yankeeography* and *Yankees Classics* on the YES Network. Previously, Sterling and Michael Kay hosted *Sports Talk with John Sterling and Michael Kay*, an MSG-produced sports call-in radio show that featured the pair discussing a wide array of sports topics. During the baseball season, Sterling and Kay hosted *Yankee Talk*.

SUZYN WALDMAN

Award-winning journalist and sports commentator Suzyn Waldman is the pre- and postgame reporter for the YES Network. Waldman has spent the greater part of two decades overcoming all the obstacles that go along with being a female sports broadcaster, and has risen to the top of her profession.

In 1987, Waldman became the first voice heard on WFAN, the first all-sports radio station in the country, and was a mainstay on that station for almost 15 years, creating the job of the radio beat reporter covering both the Yankees and Knicks.

PAIN IS WEAKNESS LEAVING THE BODY.

THE QUESTION ISN'T HOW MUCH MORE CAN YOU TAKE.
BUT HOW MUCH MORE CAN YOU GIVE.
JUST WHEN YOU'RE READY TO QUIT, YOUR MIND SAYS PUSH HARDER.
YOU LISTEN. SENSING AN INNER STRENGTH THAT WASN'T THERE BEFORE.
AND SUDDENLY YOU DISCOVER--YOU NO LONGER FEEL THE PAIN.
NOW YOU'RE ONE OF US.

1-800 MARINES
WWW.MARINES.COM

THE
CHANGE
IS FOREVER

Marines
The Few. The Proud.

Farmingdale State University
OF NEW YORK

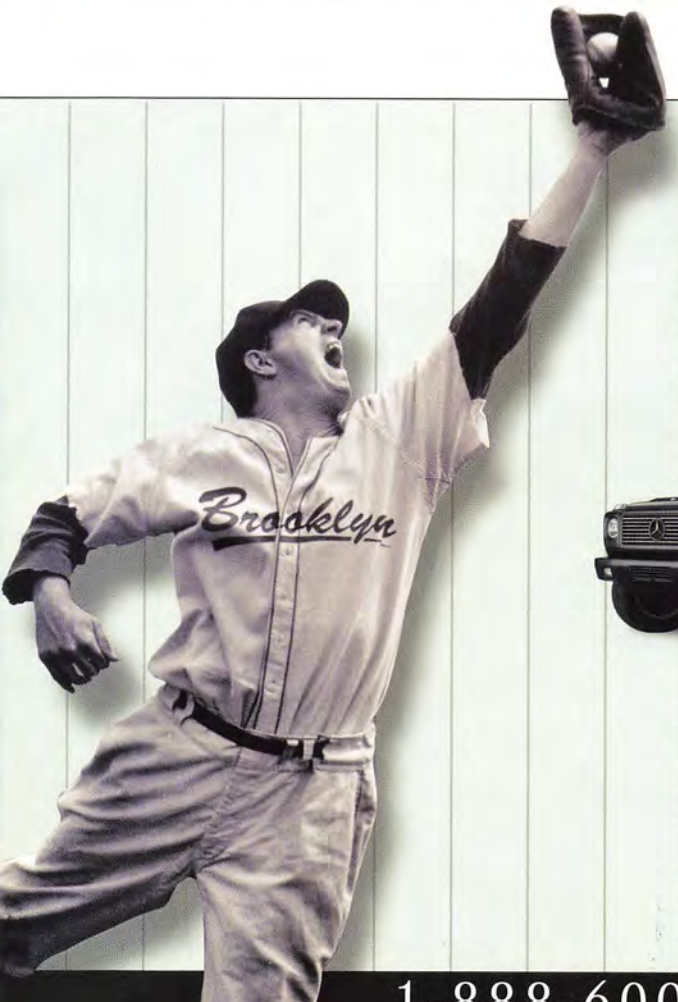
Give us four years.
We'll change your life.

NCAA DIVISION III ATHLETICS

- 15 teams for men and women
- Skyline Athletic Conference
- Small, personalized classes
- 30 different degree programs in business, applied science and technology
- Nationally-recognized faculty with 54 winners of the Chancellor's Award for Excellence in Teaching
- Flexible class times accommodate work schedules.
- 380-acre campus located in the heart of Long Island

Come see our campus.
Visit our web site.
Call for more information.

Call 631-420-2482. Visit www.farmingdale.edu



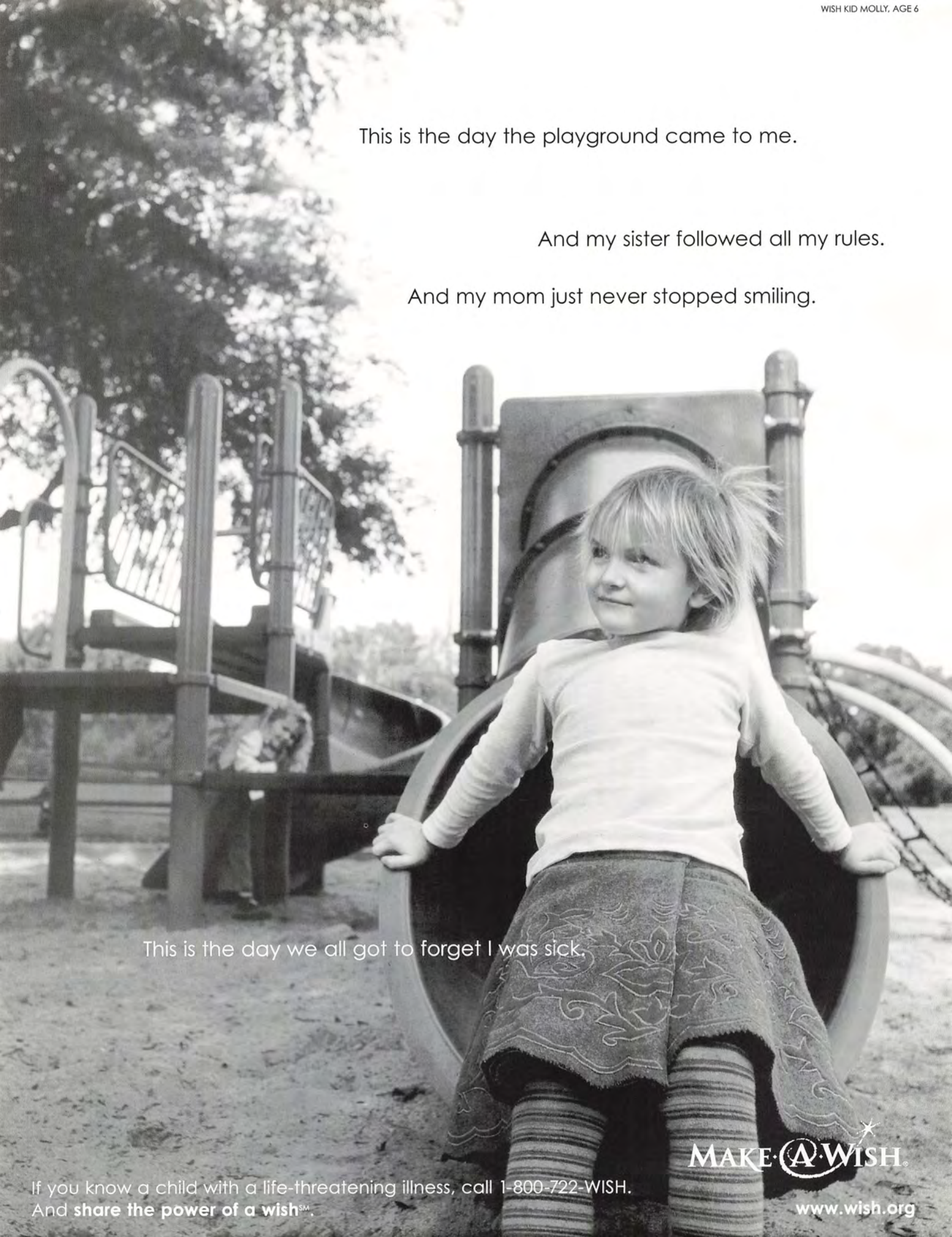
NOT SINCE EBBETS FIELD HAS BROOKLYN HOUSED SUCH A WINNING LINEUP.

Sovereign
Motor Cars
Authorized Mercedes-Benz Retailer

Mercedes-Benz

New location! Just 2 miles from the Verrazano Bridge.
1800 Shore Parkway, Brooklyn

1-888-600-3864 • www.sovereignmb.com


This is the day the playground came to me.
And my sister followed all my rules.
And my mom just never stopped smiling.
This is the day we all got to forget I was sick.

MAKE-A-WISH®

If you know a child with a life-threatening illness, call 1-800-722-WISH.
And **share the power of a wish**℠.

www.wish.org

Game for anything.

It's the start of a whole new season and Smithtown Volkswagen is celebrating with an array of superstars sure to please fans of any age. Stop by and experience the family-friendly Passat, the spunky GT1, the fun-filled New Beetle, and much more.

Whether you're looking to purchase or lease, call Smithtown Volkswagen today or visit our showroom just a half mile west of Smith Haven Mall in Smithtown. And revel in a new car line-up that's game for anything.

Drivers wanted.®

530 E. Jericho Tpke • Smithtown
(1/2 mile west of Smith Haven Mall)
631-724-6600

SMITHTOWN VOLKSWAGEN

Field Engineers.

We began over fifty years ago with a desire to engineer cars for people who were seeking more than just transportation. The result? Safe vehicles which provide a singular driving experience and excellent performance. Cars which have their own very distinct design and identity.

And, on Long Island, Smithtown Saab represents a hometown heritage of outstanding engineering, exceptional value and impeccable service. Stop by for a test drive today, and experience a field of dreams that's never wishful thinking.

631-724-6600

SMITHTOWN SAAB
530 E. Jericho Tpke • Smithtown
(1/2 mile west of Smith Haven Mall)

Creative Finishes Ltd.

It takes a great team of painters to paint Yankee Stadium...
and Creative Finishes has it!

27 West 20th Street, Suite 1205
New York, NY 10011
Tel: 212-929-6920
Fax: 212-929-7148
www.creativefinishesltd.com

Hillary Klein
E-mail: HKLEIN@creativefinishesltd.com

Perfect Paging

143 Tulip Avenue
Floral Park, NY 11001
(516) 488-0900

www.ppwireless.com

Hit A Grand Slam!! With...

ColeCommunications

896A N. Broadway, Massapequa, NY 11758
516.799.6850 www.colecomm.com

StrategicMarketing • AdvertisingServices • PublicRelations
Media&Publishing • BusinessDevelopment • Interactive

Cole Kruse
Public Relations

The All New BRONX HYUNDAI

Always Hits It out Of The Park!

BEST PRICE, AWARD-WINNING SERVICE...GUARANTEED EVERYDAY!

Accent

Elantra

Sonata

XG350

Tiburon

Santa Fe

THE ALL NEW... BRONX HYUNDAI

4353 Bronx Blvd.
718-944-5100
One block off Exit 10, Bronx River Pkwy.
One block from Lady of Mercy Hospital.

SALES HOURS: M-Th 9am-9pm • Fri 9am-7pm • Sat 9am-6pm • Sun 12pm-5pm
SERVICE OPEN SAT. FROM 8AM-2PM

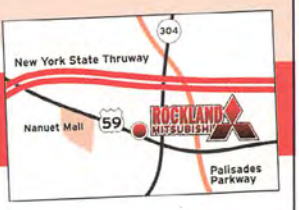
GRAND OPENING

SATISFACTION GUARANTEED...ALWAYS

ROCKLAND MITSUBISHI

347 WEST ROUTE 59 NANUET, NY • 845.623.0006

MITSUBISHI MOTORS
wake up and drive



HARVARD

MAINTENANCE, INC.

JANITORIAL SERVICES

www.harvardmaint.com

212•730•0001

CREATING PARTNERSHIPS FOR THE FUTURE THROUGH OUR SPIRIT OF SERVICE.

www.qwest.com

Qwest®

Spirit of Service™

SALERNO★DUANE

AUTOMOTIVE GROUP

We've Got All The Bases Covered With Our Championship Selection!

BUICK
Route 10, Randolph
973-584-0606
Route 206, Newton
973-579-5000

SUBARU
Communipaw Ave., Jersey City
201-451-1500
Route 206, Newton
973-579-5000

SATURN
Communipaw Ave., Jersey City
201-433-2121
Route 4 West, Paramus
201-291-6800

CHEVROLET
Communipaw Ave., Jersey City
201-435-3700

GMC TRUCKS
Route 10, Randolph
973-584-0606
Route 206, Newton
973-579-5000
Broad Street
Summit
908-277-6700

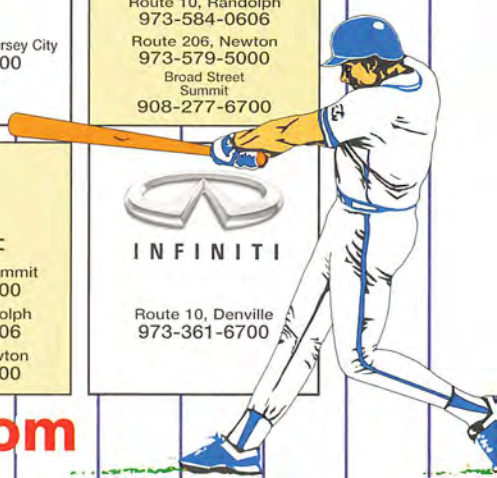
ONLY IN A Jeep
Broad Street, Summit
908-277-6700
Communipaw Ave., Jersey City
201-435-3700

Communipaw Ave., Jersey City
201-435-1200
Route 10, Randolph
973-252-1000
Route 206, Newton
973-579-5000
Broad Street, Summit
908-277-6700

KIA
Communipaw Ave., Jersey City
201-451-1500
Route 206, Newton
973-579-5000

PONTIAC
Broad Street, Summit
908-277-6700
Route 10, Randolph
973-584-0606
Route 206, Newton
973-579-5000

INFINITI
Route 10, Denville
973-361-6700



www.salernoduane.com

WHERE YANKEE FANS GET THEIR YANKEES

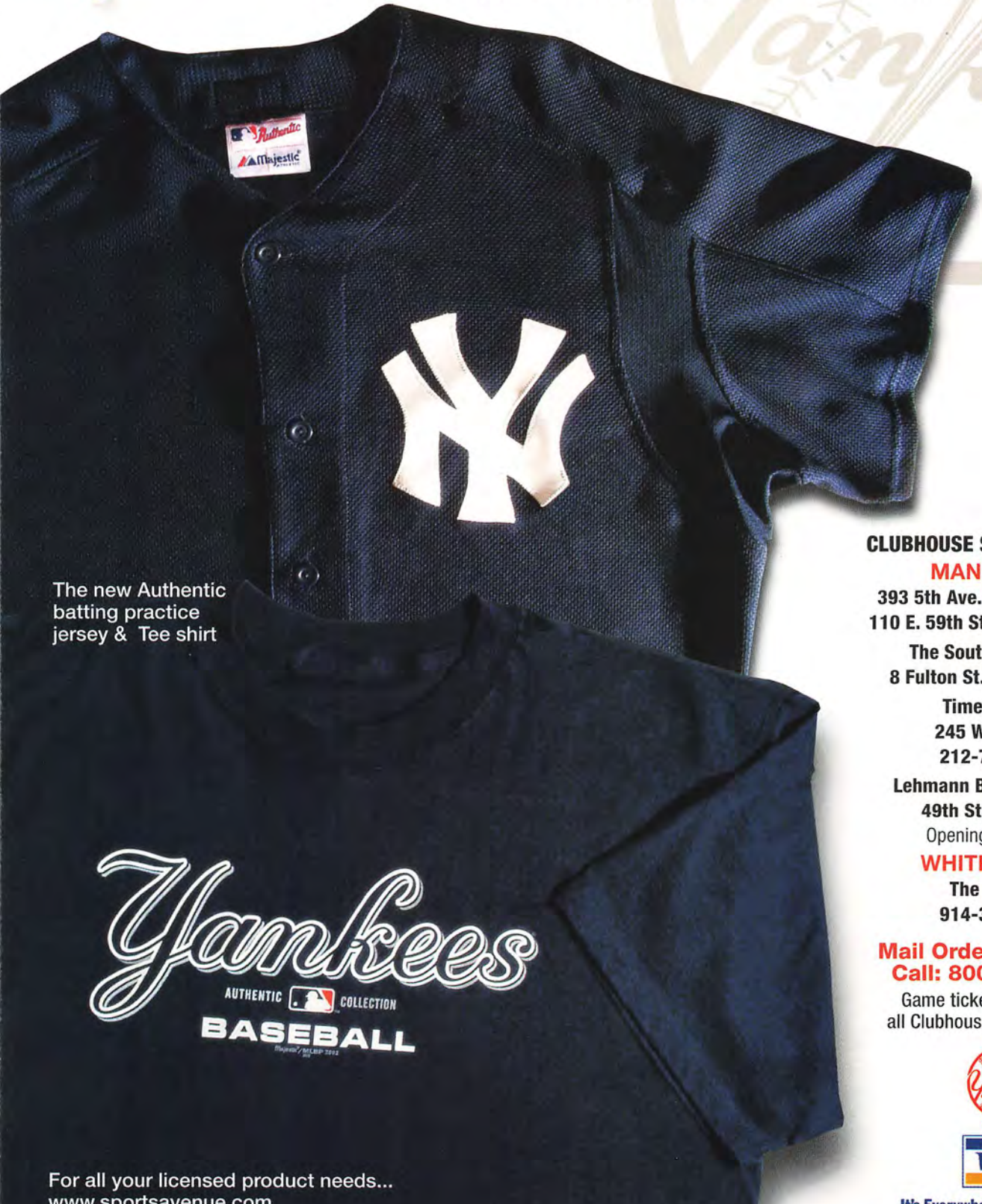
2003 YES Network, LLC, All Rights Reserved

For availability call your local cable operator or DIRECTV

For the ultimate fan...

THE YANKEES CLUBHOUSE SHOPS

THE OFFICIAL STORES OF THE NEW YORK YANKEES



The new Authentic batting practice jersey & Tee shirt

CLUBHOUSE SHOP LOCATIONS

MANHATTAN

393 5th Ave. • 212-685-4693
110 E. 59th St. • 212-758-7844

The South St. Seaport
8 Fulton St. 212-514-7182

Times Square
245 W. 42nd St.
212-768-9555

Lehmann Brothers Buldg.
49th St. & 7th Ave.
Opening June 2003

WHITE PLAINS

The Galleria
914-328-4272

Mail Orders available,
Call: 800-283-1226

Game tickets available at all Clubhouse Shop locations

VISA

It's Everywhere You Want To Be.

For all your licensed product needs...
www.sportsavenue.com

EATS AND DRINKS

Specialty Sausage Menu
- Hot & sweet sausage on a club roll with peppers and onions. Coca-Cola, Budweiser and snacks.

Sidewalk Cafe
- Enjoy sitting at tables under umbrellas. Similar to Ballpark Menu, Specialty Sausage Menu and Food Court Menu plus steak, BBQ and chicken sandwiches.

Chicken, Fries & More
- French fries, chicken fingers, Coca-Cola, Budweiser, Nathan's Hot Dogs, sausages and hamburgers.

K Kosher Stand
- Hebrew National Hot Dogs and knishes.

Ballpark Menu
- Nathan's Hot Dogs, Coca-Cola, Budweiser, coffee, bottled water, snacks and soft pretzels.

Food Court Menu
- Similar to Ballpark Menu, Specialty Sausage Menu, plus Carvel Ice Cream, Famous Famiglia Pizza, hamburgers, cheeseburgers, french fries, chicken fingers, MexExpress, Wok & Roll and Imported Beers of the World.

Express Stands
- Budweiser, Coca-Cola and soft pretzels.

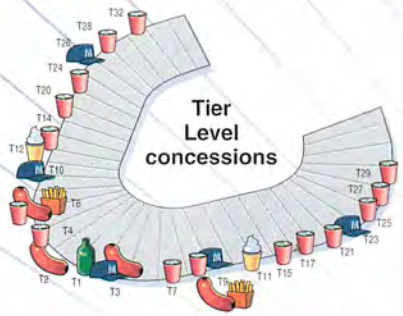
Bakery
- Cookies, coffee etc.

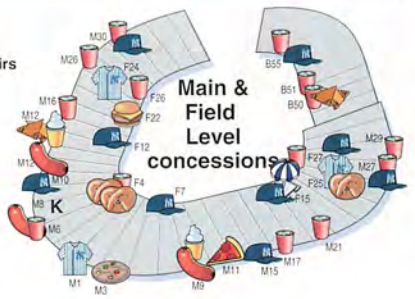
Ice Cream
- Ice cream bars and chocolate, vanilla or a twist of both flavors in a cup, cone or Yankees helmet.

Pizza

Imported Beers of the World
- Beers from Holland, Mexico, Germany, England, Australia and more.

MexExpress
- Nachos, burritos and fajitas.





GETTING TO THE STADIUM

Yankee Stadium is located at E. 161st St. and River Ave. in the Bronx.
NORTHBOUND I-87: Exit 4 (E. 149th St.) or Exit 5 (E. 161st St.)
SOUTHBOUND I-87: Exit 6 (E. 153rd St. and River Ave.) or Exit 5 (E. 161st St.)

PARKING LOTS

1. E. 161st St.—Jerome Ave. and Macombs Dam Bridge
3. Jerome Ave.—E. 164th St. and E. 162nd St.
5. River Ave.—E. 158th St. and E. 157th St.*
6. E. 157th St.—River Ave. and Gerard Ave.
7. River Ave.—E. 157th St. and 153rd St.*
8. River Ave. and 71 E. 153rd St.
9. River Ave. and E. 151st St.
10. E. 153rd St. and River Ave.
11. River Ave.—E. 151st St. and E. 150th St.
12. River Ave.—E. 151st St. and E. 150th St.
13. Exterior St. at Market Area
15. River Ave.—E. 164th St. and E. 165th St. (Bus Lot)

* Valet Parking Available Handicapped Parking Available

SUBWAY & METRO NORTH

The Yankee Stadium subway stop is located right outside the Stadium at the corner of E. 161st St. and River Ave. Yankee Stadium is conveniently reached by several subway lines and a trip from midtown Manhattan takes less than 25 minutes. The **#4** train (east side) as well as the **B** (weekdays rush hour only) and **D** trains (west side) make stops at 161st St./ Yankee Stadium. Metro North train service to Connecticut and Westchester County is available at 125th St. and Park Ave.
For further information, please call (212) 532-4900.

BUS

Several NYC Transit Authority Bus Lines provide convenient service to Yankee Stadium. The **BX 6** and **BX 13** buses stop at 161st St./Yankee Stadium. Also, the **BX 1** bus stops at 161st St./Grand Concourse a short walk from Yankee Stadium.
If you or your group travel to Yankee Stadium in a private bus, parking is located at **E. 164th** and **E. 165th Streets** and **River Ave**. Police will direct you to that area. The fee is **$30.00**, cash only, upon arrival.

For more information on subway and bus transportation to Yankee Stadium, contact the NYC Transit Authority at (718) 330-1234, 6:00 AM–9:00 PM.

FERRY

You can take the ferry from Manhattan or New Jersey to Yankee Stadium.
For information and schedule, call (800) 53-FERRY.

■ **Prohibited Items**

The following items are not permitted into Yankee Stadium: video cameras, bottles, cans, coolers or containers, briefcases, attaché bags or any type of large bag, noisemakers or laser pointers. The New York Yankees **will not store** any of the aforementioned. All bags should be left at home/work. Signs are posted at each gate and in parking lots to inform guests of this policy. If any of these items are discovered in the Stadium, they will be disposed of in the nearest trash receptacle. This will be in effect for the duration of the 2003 season.

■ **Banners and signs**

The following rules apply to the display of these items:

1. They may not be hung in fair territory or any part of the playing field or as to obstruct the view of fans or Stadium signage.
2. They may only be held up in, or paraded through, the general seating area between innings.
3. The use of weights of any kind to keep a banner or sign in place is strictly prohibited.

NOTE: If any banner or sign interferes with the sight line of the players, the umpires may request its removal.

■ **Monument Park**

Contains historic monuments and plaques dedicated to former Yankee greats such as Babe Ruth, Lou Gehrig, Mickey Mantle and Joe DiMaggio. Park is open from the time the gates open until 45 minutes prior to the game. Access the park via staircase at the end of the aisles between Field and Main Level Section 36. The park is closed between doubleheaders and during inclement weather.

■ **Great Moments Room**
Club Level

■ **Stadium Club**
Field Level—Section 14

■ **Yankee Club**
Club Level

■ **Pinstripe Pub**
Field Level—Section 10

■ **Pedestrian Mall**
Formerly East 157th St., the Sidewalk Café, Advance Ticket Sales, Day of Game and Reservation windows are located in the Mall area.

■ **Customer Service Booths**
Field Level—Sections 2, 9, 32 & 33;
Main Level—Section 7;
Loge Level—Section 3;
Tier Level—Section 4 & 6.

■ **Main Gift Shops**
Field Level—Gate 4 and Sections 23, 24 & 25.

■ **Non Alcohol Section**
Tier Reserved—Sections 13 & 14.

■ **Designated Driver Booth**
In return for promising responsibility for the safe and sober transportation of their group from the Stadium, a registrant will receive coupons for free sodas during the game at which they enroll. Designated Drivers must be 21 years of age and have a valid driving license.
Field Level—Section 4.

■ **Hall of Fame Suites**
Loge Level—Sections 9, 10, 13, 15, 16, 19, 20, 21, 25, 27, 30, 31, 32, 33 & 34.
For Game Day Suite Rental information, please call 718-579-4431or e-mail dbernstein@yankees,com

■ **Luxury Suites**
Club Level

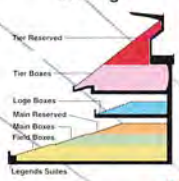
■ **Automatic Teller Machines**
Field Level—Sections 11 & 20.

■ **First Aid**
Field Level—Section 2;
Main Level—Section 15.

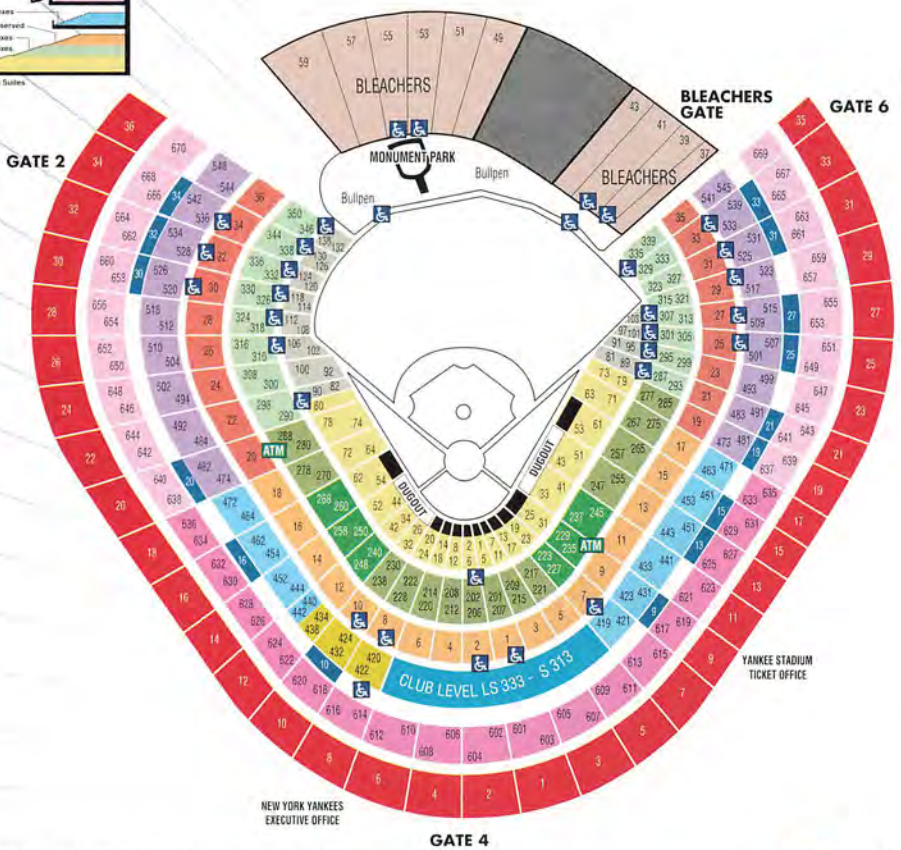
■ **Advance Ticket Window**
Field Level—Section 9.
Mon–Sat, 9:00 AM–5:00 PM; beginning March 1 hours are Mon–Sat, 9:00 AM–5:00 PM and Sunday 10:00–4:00 PM.
Tickets can be purchased at The Advanced Ticket Windows—located outside the Stadium, adjacent from Gate 4 and Lot 8 and inside at Section 9—until the end of the 7th inning on all game days at Yankee Stadium.

■ **Wheelchair Accessible Seating**
See chart below. Handicapped elevators are located in Section 15. TV monitors are equipped in Main Sections 2, 7, 8 & 10.

Yankee Stadium seating



SMOKING IS PROHIBITED BY LAW ANYWHERE IN THE STADIUM



2003 TICKET PRICES

	Game Day* Ticket Price	Advance Ticket Price	Season Price
Legends Suites 1st base, 3rd base, home plate		SOLD OUT	
Field Championship (Full Season Only) Field level 1-79 and 2-80	$80.00	SOLD OUT	$72.00
Loge Championship (Full Season Only) Loge level 420-438	$80.00	SOLD OUT	$72.00
Main Championship Main level Sec. 7, 9, 11, 12, 14 and 16 1st base–223-245, 3rd base–240-268	$66.00	SOLD OUT	$58.00
Main Boxes MVP Main box level 201-221, 247-265, 202-238 and 270-288	$52.00	$50.00	$45.00
Field Boxes Field boxes 81-103 and 82-138	$47.00	$45.00	$40.00
Loge Boxes MVP Loge level 419-471 and 440-472	$47.00	$45.00	$40.00
Main Reserved MVP Main level Sec. 1-17 and 2-18	$42.00	$40.00	$35.00
Main Boxes Main level 290-350 and 287-339	$42.00	$40.00	$35.00
Loge Boxes Loge level 473-545 and 474-548	$42.00	$40.00	$35.00
Tier Boxes MVP Tier level 601-635 and 602-636	$37.00	$35.00	$30.00
Tier Boxes Tier level 637-669 and 638-670	$35.00	$33.00	$28.00
Main Reserved Main level Sec. 19-35 and 20-36	$35.00	$33.00	$28.00
Tier Reserved Tier level Sec. 1-36 Non-Alcohol Seating Sec. 13 and 14	$20.00	$18.00	$15.00
Bleachers Non-Alcohol Seating	$10.00	$8.00	$8.00
PREMIUM SEATING			
Luxury Suites		SOLD OUT	
Hall of Fame Suites Loge level Sec. 9, 10, 13, 15, 16, 19, 20, 21, 25, 27, 30, 31, 32, 33, 34			

For ticket accounts with seats located in areas designated for wheelchair patrons: the account holder's ticket and one companion ticket will be priced in accordance with the Wheelchair Accessible and First Companion Seating schedule and all additional companion tickets will be priced at the regular price (i.e., full price based upon location within Yankee Stadium). Please be advised that the New York Yankees reserve the right to take appropriate action against anyone who fraudulently obtains wheelchair accessible and companion seats including, without limitation, ejection and legal action.

TICKETS MAY NOT BE USED BY THE TICKETHOLDER/LICENSEE OR ANYONE ELSE OTHER THAN THE NEW YORK YANKEES FOR ADVERTISING, PROMOTION OR OTHER COMMERCIAL PURPOSES INCLUDING, WITHOUT LIMITATION, CONTESTS, AUCTIONS, SWEEPSTAKES AND GIVEAWAYS.

DURING THE COURSE OF A BASEBALL GAME, HARD-HIT BASEBALLS AND BATS OR FRAGMENTS THEREOF MAY BE THROWN OR HIT INTO THE STANDS. FOR EVERYONE'S SAFETY, PLEASE STAY ALERT AND BE AWARE OF YOUR SURROUNDINGS.

WHEELCHAIR ACCESSIBLE SEATING

	Advance & Game Day* Wheelchair & 1st Companion Ticket Price	Season Wheelchair & 1st Companion	Advance & Game Day* 2nd & 3rd Companion Ticket Price	Season 2nd & 3rd Companion
Field Championship Boxes 1-11, 2-12	$50.00	$45.00	$77.00	$72.00
Field Boxes Boxes 80-82, 87, 95-101, 102-136	$33.00	$28.00	$45.00	$40.00
Main Reserved MVP Main Reserved Sec. 1, 2	$18.00	$15.00	$40.00	$35.00
Main Reserved Main Reserved Sec. 25, 27, 29, 30, 31, 32, 33, 34	$18.00	$15.00	$33.00	$28.00
Main Box (right field) Boxes 329-339	$33.00	$28.00	$40.00	$35.00
Monument Park	$33.00	$28.00	$42.00	$35.00

	Advance & Game Day* Wheelchair & 1st Companion Ticket Price	Season Wheelchair & 1st Companion	Advance & Game Day* 2nd & 3rd Companion Ticket Price	Season 2nd & 3rd Companion
Main Box (left field) Boxes 332-348	$18.00	$15.00	$40.00	$35.00
Main Reserved Alcove Sec. 2, 7, 8, 10, 31	$8.00	$8.00	$8.00	$8.00
Loge Level Sec. 8	$8.00	$8.00	$8.00	$8.00
Bleachers Sec. 39, 41, 53, 55	$8.00	$8.00	$8.00	$8.00
Bleachers Platform Beneath right field bleachers	$33.00	$28.00	$40.00	$35.00

* The Game Day ticket price is effective as of 12:01AM on the day the game initially is scheduled to be played.

SUNSWEET

NEW FLAVOR!

Discover the Essence of Dried Plums

THREE GREAT FLAVORS

INTRODUCING!
CHERRY ESSENCE™ Dried Plums!

ONLY IN A Jeep

'04 Chrysler Pacifica

'04 Jeep Grand Cherokee

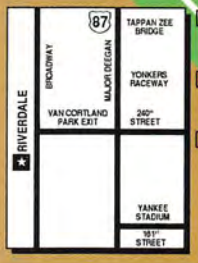
'04 Chrysler Crossfire

'03/'04 Jeep Liberty

Check Out Our Winning Line-Up!

We Cover All The Bases. Vehicles For Every Budget And Every Lifestyle.

All At The Guaranteed Lowest Prices.



- ☑ 3 MINUTES FROM YONKERS RACEWAY
- ☑ 9 MINUTES FROM YANKEE STADIUM
- ☑ 100 YDS (1 BLOCK) FROM THE MAJOR DEEGAN, EXIT 11 VAN CORTLANDT PARK SO.

AutoNet
MUNICIPAL CREDIT UNION PARTICIPATING DEALER

RIVERDALE JEEP CHRYSLER

718-548-2800
914-376-5000

5869 BROADWAY AT W. 240th ST. RIVERDALE, NEW YORK

SALES HOURS: MON- THURS 9-8, FRI 9-7 & SAT 9-6

We're looking for a few good eggs.

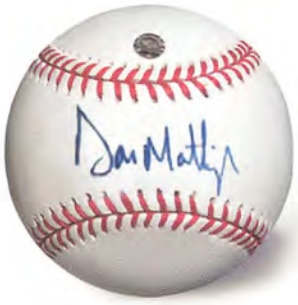
Bryant Development has earned an industry-wide reputation for finding the hidden value in real estate investment properties. And we're currently looking for more golden opportunities in the Northeast and Mid-Atlantic — as well as equity partners to help us feather our nest.

At Bryant, we quickly identify desirable, underutilized retail and commercial real estate, then implement a unique range of financing, redevelopment, management and leasing strategies to maximize the potential of each asset. We are known for our foresight, integrity, financial strength and our in-house, hands-on approach. That's the Bryant way. And it's the reason why we're not only looking for a few good eggs… but are one of them ourselves.

Bryant DEVELOPMENT

Bryant Development Corp.
2900 Westchester Avenue • Purchase, NY 10577 • 914-701-4300 • Fax 914-251-1787

Andrew B. Hascoe • ahascoe@brydevco.com for acquisition information
Sheila M. Du Pell • sdupell@brydevco.com for investor relations



Buy
the gear.

Wear
the gear.

Be
the fan.

Shop
yankees.com

Go to the Official Site of the Yankees and click on "Shop."

NEW YORK™ *yankees.com, for all things baseball*

© 2003 MLB Advanced Media, L.P. All rights reserved.

WAKE UP AND DRIVE TO THE CENTER OF YONKERS AND THE GRAND OPENING OF YONKERS MITSUBISHI

My family has been selling automobiles in Yonkers for over forty years. And now I continue our family tradition with a brand new dealership—Yonkers Mitsubishi. Our family values have always been a part of how we've done business. To be honest, direct and fair. You can browse the exciting line up of Mitsubishi vehicles in comfort—indoors—in our spacious showroom. To celebrate our grand opening we have wonderful financing options plus a special gift with any new car purchase or lease. Please stop by and say hello. Let us show you our new facility and all the wonderful new cars from Mitsubishi.

Toni

Toni J. Indriolo
Dealer principal

YONKERS MITSUBISH

wake up and drive™

Just 20 Minutes from the stadium
1850 Central Park Ave. in the Center of Yonkers
914 **961 7750**

Smaller Waist Lines.

It's time to give the 25 million Americans who purchase Slim•Fast™ three new snack options. Now customers who follow the Slim•Fast Easy Options Plan™ can enjoy low fat ice cream sandwiches and fudge bars.

Unilever Ice Cream
GROCERY SALES DIVISION

1-866-895-4934
www.icecreamusa.com www.slim-fast.com

© 2003 Unilever Ice Cream

2003 PROMOTIONAL DATES

Date	Promotion / Giveaway	For	Sponsored by
April 9	Paul O'Neill Bobblehead Doll Night	1st 18,000 Fans	Hormel Foods
April 11	Magnetic Schedule Night	All Fans	Verizon Wireless
April 12	100th Anniversary Commemorative Calendar Day	All Fans	VISA
April 13	Cap Day	All Fans	Empire Blue Cross Blue Shield
April 17	Baseball Player Trading Card Set Day	1st 18,000 Fans	
April 29	Yankees Luggage Tag Night	All Fans	Continental Airlines
May 1	Mike Mussina Growth Chart Night	1st 18,000 Fans 14 & Under	Sharp Electronics
May 3	1938 World Series Replica Pin Day	All Fans	Chase
May 4	100th Anniversary Fan Ring Day	1st 18,000 Fans 14 & Under	Wm. Barthman Jewelers
May 13	Poster Night	1st 18,000 Fans 21 & Over	Anheuser-Busch
May 14	Yankees Legends Baseball Card Pack Night	1st 18,000 Fans 14 & Under	Poland Spring
May 15	Magnetic Picture Frame Night	1st 18,000 Fans 14 & Under	Modell's Sporting Goods
May 17	100th Anniversary Cap Day	All Fans	Amerada Hess
May 18	Robin Ventura Replica Bat Day	All Fans 14 & Under	Fleet Bank
May 23	Barbecue Apron Night	1st 18,000 Fans 21 & Over	French's Mustard
May 24	Yankees Chip Clip Day	All Fans	Utz Potato Chips
May 25	Yankees Visor Day	All Fans	Verizon Wireless
June 10	100th Anniversary Commemorative Coin Night	All Fans	Hebrew National
June 11	Yankees Super Six Baseball Card Pack Night	1st 18,000 Fans 14 & Under	French's Mustard
June 12	CD Holder Day	1st 21,000 Fans 21 & Over	Microsoft
June 13	Key Ring Bottle Opener Night	1st 18,000 Fans 21 & Over	Budweiser
June 15	1941 World Series Replica Pin Day	All Fans	Chase
June 19	Jason Giambi Bobblehead Doll Day	1st 18,000 Fans 14 & Under	Hormel/Land O' Lakes
July 17	Cap Night	First 25,000 Fans	Verizon
July 19	Old-Timers' Day	All Fans	
July 20	1947 World Series Replica Pin Day	All Fans	Chase
July 21	Charlie Brown Yankees Pez Dispenser Night	1st 18,000 Fans 14 & Under	Verizon Wireless
July 22	Hideki Matsui Bobblehead Doll Night	1st 18,000 Fans 14 & Under	Hormel/Land O' Lakes
July 24	100th Anniversary T-shirt Day	All Fans 14 & Under	Majestic Athletic
Aug. 7	100th Anniversary Binder Day	1st 18,000 Fans 14 & Under	Nathan's Famous
Aug. 9	Pokemon Plush Toy Day	1st 18,000 Fans 14 & Under	Pokemon Center - NYC
Aug. 10	Yankees Sunglasses Day	1st 18,000 Fans 14 & Under	Verizon Wireless
Aug. 20	AG Doll-Sized Yankees Jacket & Cap	1st 10,000 Girls 14 & Under	American Girl
	Souvenir Batting Helmet	1st 10,000 Boys 14 & Under	Fotoball
Aug. 22	Yankees Travel Mug Night	1st 18,000 Fans 21 & Over	Dunkin' Donuts
Aug. 23	Ron Guidry Day / No. 49 Pin	All Fans	Chase
Aug. 26	Yankees Lunch Box Night	1st 18,000 Fans 14 & Under	Modell's Sporting Goods
Aug. 27	Mariano Rivera Bobblehead Doll Night	1st 18,000 Fans	Hormel/Land O' Lakes
Sept. 12	Poster Night	1st 18,000 Fans 14 & Under	Catch-24 Design/ AGT.Seven
Sept. 13	Fan Appreciation Day	All Fans	Kodak
Sept. 14	100th Anniversary Exclusive Beanie Buddy Day	1st 18,000 Fans 14 & Under	adidas
Sept. 26	1927 World Series Replica Pin Night	All Fans	Chase
Sept. 27	Yankee Jersey Pencil Holder Day	1st 18,000 Fans 21 & Over	Verizon Wireless

Promotional days, items and distribution are subject to change.
Distribution of promotional items is for fans in attendance only.

Sandals®

Sandals is the ultimate all-inclusive vacation for couples only. 11 magnificent resorts on 4 of the Caribbean's most enchanting islands include the best of everything lovers love.

- Voted World's Best nine years in a row
- Extensive land & watersports from golf* to scuba diving
- Up to 8 gourmet restaurants per resort
- Caribbean's most luxurious oceanview rooms & suites
- Option of a full-service European spa**

Beaches®

Created by Sandals for families and everyone, 6 Beaches offer the same world-class level of luxury, quality and service in one up front price. Choose from 3 family resorts in Jamaica and 1 in Turks & Caicos, plus 2 adults† only in Ocho Rios, Jamaica.

- Voted the World's Best All-Inclusives five years in a row!
- Up to 10 gourmet restaurants per resort
- Supervised kids programs including GameWaves Interactive Zones
- Extensive land & watersports from golf* (with kids clinics) to scuba diving
- Option of a full-service European spa**

*Golf not available in Turks & Caicos, Antigua or Bahamas. **Spa services additional. †Adults 16 years and older at Grande Sport and 18 and older at Royal Plantation. ‡On stays of 5 nights or longer.

CALL FOR YOUR NEAREST SPECIALIST

CERTIFIED Sandals SPECIALIST

HUNTINGTON
West Hills Travel & Cruises
631-692-9800

LINDENHURST
Empress Travel & Cruises
631-226-0606

EAST ISLIP
Sawyer World Wide Travel
631-277-8000

BAYPORT
Empress Travel/ American Express
631-363-9522

WARWICK
Apple Valley Travel
800-683-1440

LAKE GROVE/ SMITHTOWN
MAS Travel Services
631-588-5887

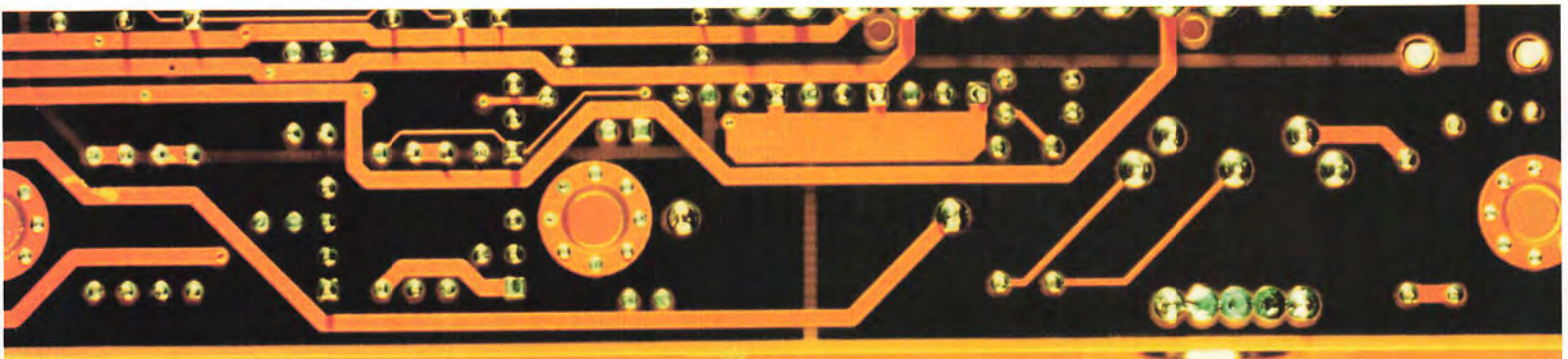
STATEN ISLAND
Princess Travel
718-987-7400

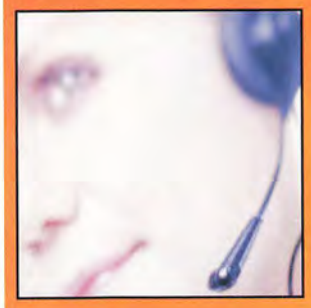
BROOKLYN
Oceans Aweigh, Inc.
888-714-4789

BROOKLYN HEIGHTS
Crestwood Travel, Inc.
718-923-9654

JAMAICA • ST. LUCIA • ANTIGUA • BAHAMAS • TURKS & CAICOS

Manchester is "the answer" to your Business Computing Needs





Application development & e-commerce - IP telephony - Local & Wide Area Networks - Remote Management
Security - Service & Support - Storage - Wireless

Today's businesses rely on technology to improve productivity, increase profitability, and help gain a competitive edge. As technology becomes more complex, you need to work with a company with its finger on the pulse of the industry. Manchester is that company. With over 30 years experience, we have the knowledge and resources to provide you with the most advanced customized solutions, that support you every step of the way.

CALL us today for a FREE Analysis 1.800.632.6917
or visit us @ www.e-manchester.com

Manchester™
the answer™

Manchester Technologies, Inc.

COMPUTER EQUIPMENT • TECHNOLOGY SOLUTIONS • INTERNET • SERVICE & SUPPORT

Corporate headquarters: Hauppauge, NY

WORN BY PRO ATHLETES, S.W.A.T. TEAMS AND OTHERS WHO TAKE THEIR VIEW OF THE WORLD SERIOUSLY.

AUTHORIZED

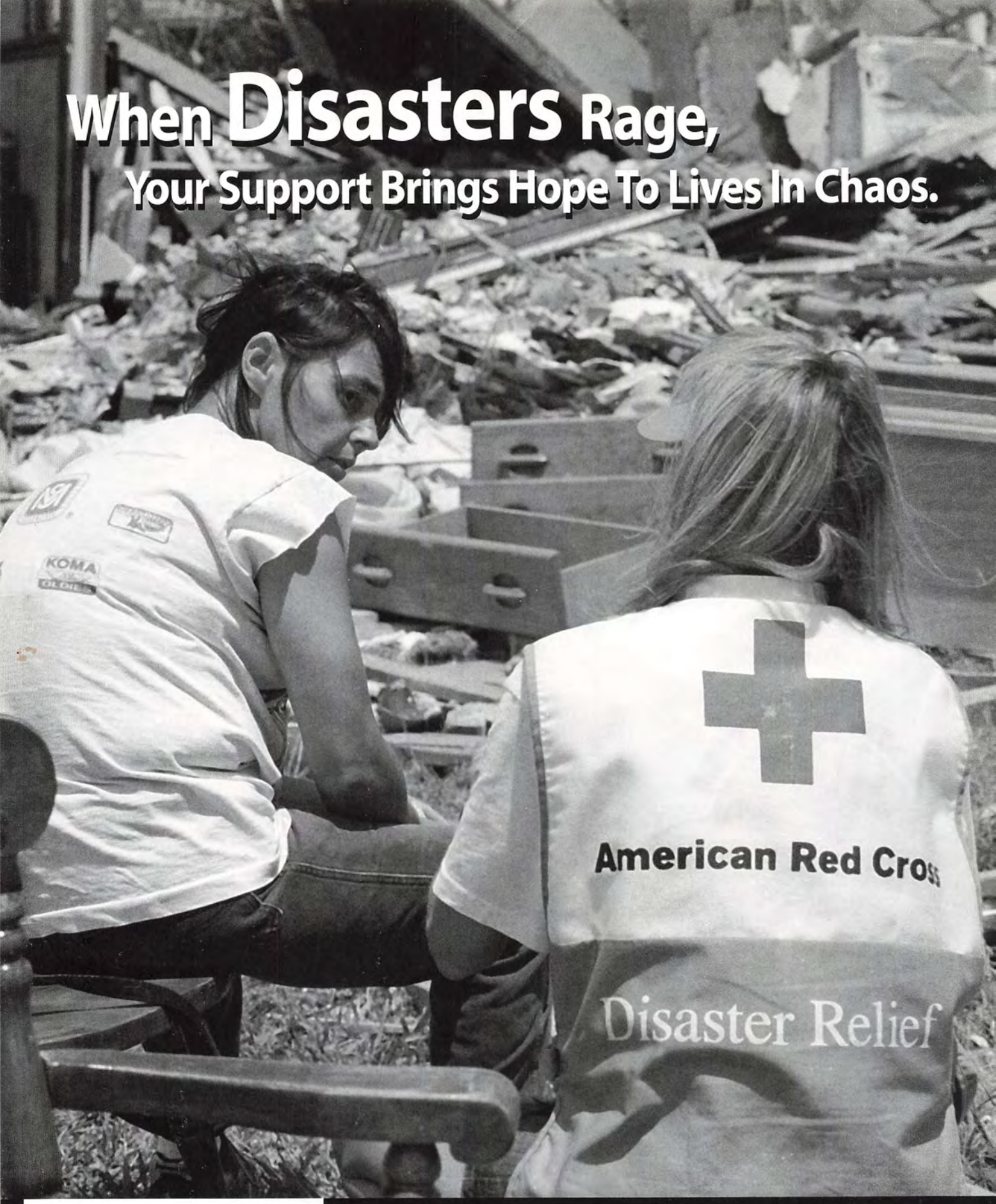
DEALER

for the right advice

LOFT OPTICIANS

1106 Lexington Ave @ 77th Street
NYC 10021 212•535•7272

©2002 OAKLEY, INC. WWW.OAKLEY.COM PRESCRIPTION READY



American Red Cross

Together, we can save a life.

1-800-HELP NOW | www.redcross.org

Edward Mirell

Titanium

collection

for him

AND

for her

Edward Mirell titanium collection made exclusively with Spectore Brand titanium

Available at these and other fine retailers

Buntys Jewelry
Commack, NY
(631) 462-6145

Contempo Jewelers
West Hampstead, NY
(516) 483-1900

Corbo Jewelers
Clifton, NJ (973) 777-1635
Yonkers, NY (914) 423-4900
Toms River, NJ (732) 240-6010
Rockaway, NJ (973) 328-0200

Ecolin Jewelers
Port Jefferson, NY
(631) 473-1117

Macy s
34th St., Herald Square
New York, NY
(212) 695-4400

For an Authorized Retailer nearest you call 1-800-422-0220

2003 All designs copyright protected.

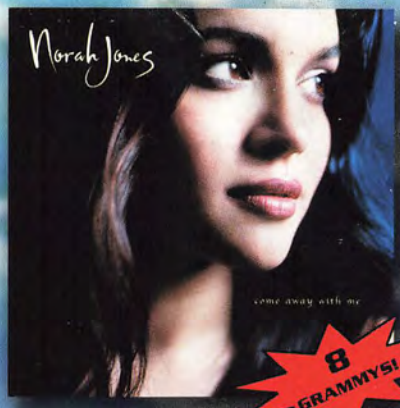
ASBESTOLITH
MFG. CORPORATION

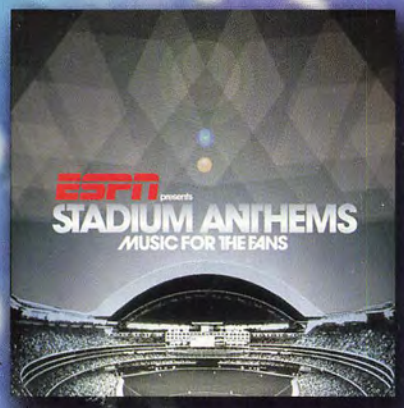
Since 1895

Decorative and Industrial Epoxy Floors • Mechanical Equipment Room Floors • Waterproof/Chemical Proof Membranes • Promenade Roof Decking Systems • Television Studio Flooring • Self-Leveling Underlayments • Epoxy and Urethane Floor Coating Systems

dex·o·tex

257 Kent Street • Brooklyn • New York 11222
(718) 389-5550 • FAX (718) 389-5707





BEST BUY®

BestBuy.com™

For A Complete Store Listing Visit www.bestbuy.com

Turn Your Home Loan Into A Home Run.

That's **The Power of Yes®!**

Call today for a home loan you can cheer about.

Paramus/Ramsey
201.678.3360

Union
908.206.3000

Washington Mutual
HOME LOANS

Certain restrictions and conditions apply. Programs subject to change. We have loan offices and accept applications in: Washington Mutual Bank, FA – many states; Washington Mutual Bank – ID, OR, UT, WA; and Washington Mutual Bank fsb – ID, MT, UT.

EQUAL HOUSING LENDER

Define your space™...
Tables Chairs Desks Systems Storage
A full line of workplace furniture.
An endless number of possibilities.
HON
www.hon.com

Mickey Mantle's

Celebrating Our 15th Anniversary as the #1 Restaurant of Baseball Fans!

"The Best Ribs in New York"
—Arthur Schwartz, NY Daily News

MICKEY MANTLE'S Restaurant

Mickey Mantle's Restaurant
42 Central Park South
[59th St. Between 5th & 6th Avenues]
212.688.7777

"Meet Me At Mickey's!"

adidas
FOREVER SPORT
The water a triathlete endures.
Twilight, with five miles of asphalt to go.
The sky right before a rain delay.
adidas.com